

MARICARMEN SCHROEDER

| DESIGN, COMMUNICATION
& EVENTS | DIGITAL STRATEGY



📍 **Location:**
Spain | Germany

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LANGUAGES

Spanish - Native

English - C1

EDUCATION

Master's in Generative AI for Creatives - Founderz, Microsoft and Magnific

Master's Degree in Corporate Communications and Digital Marketing - Next Educación

Master's Degree in Corporate Communications
Universidad La Salle

Grado en Diseño Gráfico
Universidad de Londres

Certifications in
Community Management, UX Design, and AI for SMEs

WEB | PORTFOLIO

mari-schroeder-lopez.com

Design, communication, and digital strategy professional with experience in corporate environments, banking, and the education sector.

Specialized in creating campaigns, content, and events that connect with diverse audiences by combining creativity, strategic thinking, and operational execution.

I have led website redesign projects, institutional communication initiatives, and event production, translating complex objectives into clear, functional solutions with real impact.

PROFESSIONAL TOOLS

- **Design & UX/UI**
Adobe Illustrator, Photoshop, InDesign, Figma
- **Web & No-Code**
WordPress, Elementor
- **Digital Marketing & Social Media**
Meta Ads, Google Ads, Mailchimp
- **AI & Automation**
ChatGPT, Midjourney, Runway ML, Canva AI, Magnific, Claude
- **Analytics**
Google Analytics, Excel
- **Project Management**
Notion, Trello

SKILLS

- Communication strategy
- Branding and visual storytelling
- Business-focused UX/UI
- Event management
- Digital marketing
- Creative project coordination

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KEY PROJECTS

- Digital campaigns and multi-platform content (social media, newsletters)
- Branding and corporate communication in business and educational environments
- Optimization of creative processes through digital tools and AI
- Nationwide institutional events and communication
- (Strategy, production, and execution) UX/UI and digital platform redesign (Citibanamex – Transfer)

PROFESSIONAL EXPERIENCE

SIENA EDUCACIÓN | GRAPHIC DESIGN, COMMUNICATION & EVENTS COORDINATOR

DECEMBER 2024 – PRESENT

- Design and execution of communication strategies for educational projects nationwide, including institutional and training campaigns.
- Creative and operational coordination of events (congresses, festivals, and educational programs), ensuring alignment between message, experience, and objectives.
- Development of multi-platform digital campaigns (social media, newsletters, press, and educational platforms).
- Leadership in project conceptualization and storytelling for public initiatives and institutional collaborations.
- Production and supervision of communication materials, ensuring visual and strategic consistency.

TRAXIÓN | SENIOR GRAPHIC DESIGN MANAGER

NOVEMBER 2021 – DECEMBER 2024

- Development of internal communication strategies for the corporate office and business units, strengthening organizational cohesion.
- Coordination of internal events aimed at employee engagement and integration.
- Design and management of the monthly newsletter, optimizing internal communication.
- Creation of corporate materials and executive presentations aligned with brand guidelines.
- Development of visual concepts for corporate spaces, including interior design and branding.
- Supervision of visual communication in strategic corporate reports.

CITIBANAMEX - ULTRASIST | PRODUCT ANALYST & GRAPHIC DESIGNER

MARCH 2018 – NOVEMBER 2021

- Management and continuous improvement of the Transfer portal, ensuring functionality and user experience.
- Led the UX/UI redesign of the website, improving usability and visual appeal.
- Analysis and segmentation of databases for marketing and communication campaigns.
- Development and maintenance of digital content for web platforms.
- Coordination of promotional campaigns (Saldazo), aligning communication efforts with business objectives.

DISTRITO WEB | GRAPHIC DESIGNER & COMMUNITY MANAGER

SEPTEMBER 2016 – MARCH 2018

- Design and development of websites from concept to implementation, with a focus on user experience.
- Creation of visual identities and advertising campaigns for multiple clients.
- Social media management, developing strategic content to increase visibility and engagement.