

ISAAC ANDRES CASTAÑEDA COLCAS

GRAPHIC DESIGNER AND DIGITAL MARKETING



About Me

Digital Marketing and Graphic Design professional with more than 3 years of experience in both disciplines, developing innovative strategies and impactful visual solutions for different industries. Specialized in content management, social media optimization, digital advertising and brand design. Proactive, creative and with solid knowledge of technological tools and current market trends. Looking for an international challenge that combines my technical and creative skills to add value to a global team.

Education

Computing and IT

IESTP Victor Raul Haya de la Torre

2019 - 2021

GPA: 3.85

Advertising and Digital Marketing

SISE Institute

2017 - 2019

GPA: 3.85

Skill

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Canva



Experience

PARISCORP HOLDING BUSINESS S.A.C. | 02/24 - 12/24

Graphic Designer

- Designing visual identities for startups, improving their brand recognition.
- Development of advertising pieces for digital and print media.
- Advanced use of tools such as Adobe Illustrator, Photoshop and InDesign.
- Collaboration with marketing teams to align designs with business objectives.

IRESE FOOD COMPANY S.A.C. | 02/23 - 01/24

Content Creator and Community Manager

- Development of original content that reached more than 500,000 monthly views.
- Organic growth strategies, achieving a 40% increase in followers.
- Collaboration with brands to promote products and services.
- Use of tools such as Canva, Adobe Premiere Pro and CapCut for video production.

CONTACT



+51 918625208



paolosand45@gmail.com



AndreRaton_47



Portfolio Isaac Colcas Web

ISAAC ANDRES CASTAÑEDA COLCAS

GRAPHIC DESIGNER AND DIGITAL MARKETING



Experience

TRUST CONSULTING | 12/22 - 11/23

Digital Marketing Analyst

- Designed and implemented advertising strategies for social media, achieving a 25% increase in lead generation.
- Managed and optimized campaigns on Google Ads and Meta Ads.
- Created audiovisual content adapted to different digital platforms.
- Analyzed key metrics using Google Analytics to optimize ROI.

WOSAK S.A.C. | 11/21 - 10/22

Audiovisual Designer

- Creation of 2D animations for promotional and educational videos.
- Design of templates and visual resources for internal projects and clients.
- Editing videos using After Effects and Adobe Premiere Pro.

Imagen Alternativa S.A.C. | 01/22 - 12/22

Digital Marketing Assistant

- Design of email marketing strategies using Mailchimp.
- Creation of graphic advertising content for social networks and catalogs.
- Monitoring of Facebook Ads campaigns, achieving a 30% increase in sales.
- Data analysis to identify trends and adjust strategies.

ARMANDO PAREDES | 10/20 - 09/21

Junior Graphic Designer

- Design of promotional materials for points of sale.
- Creation of catalogues and advertising flyers.
- Photo editing for products and digital campaigns.

Skill

Google Ads
CapCut
Google Analytics
Trello
Asana
SEO/SEM



CONTACT

- +51 918625208
- paolosand45@gmail.com
- AndreRaton_47
- Portfolio Isaac Colcas Web