

ERIKA CACEDA

Senior Advertising Creative Copywriter & Jr. Graphic Designer

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PROFESSIONAL SUMMARY

Versatile marketing professional with over 6 years of experience in advertising, copywriting, and social media management, complemented by a recent foray into graphic design through a dedicated diploma program. Known for blending innovative design with strategic marketing to produce compelling content that resonates with audiences and clients. Adaptable and eager to learn while bringing fresh perspectives to design and communication strategies.

PROFESSIONAL EXPERIENCE

Graphic Designer and Content Creator | Freelance

Lima Airport Partners | Lima, PE | Jan 2024 - Present

- Spearheaded content creation for Jorge Chavez Airport's social media channels, crafting compelling images and videos for advertising and signage.
- Collaborated closely on copywriting, ensuring visuals and content communicated effectively with diverse audiences.

Hostess | Part-time

Chop Coal Harbour Steak House | Vancouver, CA | May 2023 - Present

- Managed reservations and coordinated with the service team and kitchen.
- Expertise in time and floor management, enhancing guest experience and operational efficiency in a fast-paced dining environment.

Marketing Assistant & In-House Designer

Denman Athletics | Vancouver, CA | Feb 2023 - Aug 2023

- Developed and designed integrated marketing campaigns with a focus on people and culture.
- Led social media content creation and website development for Denman Athletics, utilizing WordPress, Elementor, Creative Cloud Apps and Canva to create engaging online experiences tailored to gym members.

Communications Consultant

Spanglish | Edmonton, CA | Mar 2021 - Jan 2022

- Delivered copywriting and branding strategies that emphasized clients core values.
- Assisted in developing the branding strategy for Spanglish, contributing to a cohesive and impactful agency identity.
- Formulated communication strategies that aligned with client visions and guides to safeguard client reputations.

Digital Content Creator | Contract Freelancer

Gravedad | Lima, PE | Jan 2021 - Jan 2022

- Developed and executed digital content strategies for *Vistony* across multiple countries (Peru, Greece, Spain), enhancing brand presence on Instagram, Facebook, and YouTube.
- Collaborated effectively with the design team to align creative outputs with client objectives, ensuring high-quality, targeted content.

Senior Creative Copywriter

McCann Worldgroup Lima | Lima, PE | Jul 2020 - Sep 2021 | Dec 2017 - Jul 2019

- Developed advertising campaigns focusing on brand values, diversity and aesthetic appeal for *Dove #ShowUs*, *Starbucks Peru #15YearsTogether*, *Nacho El Tacho*, *Rexona*, etc.
- Led multicultural marketing initiatives, effectively catering to diverse audiences in various platforms.
- Spearheaded projects ensuring consistent and impactful communication.
- Collaborated closely with the social media team to ensure cohesive messaging across many digital platforms, contributing to the campaigns' widespread success.

Social Media Manager | Freelance

Bitai | Lima, PE | Feb 2018 - Jul 2019

- Managed and executed social media strategies across platforms (Facebook, Instagram, TikTok, YouTube) for clients *Juicy Lucy* and *Wingman*, including content creation and direction of photoshoots, elevating the online presence of these trendy Lima-based restaurants.

Copywriter and Digital Content Creator | Freelance

Why_Not? | Lima, PE | May 2020 - Aug 2021

- Content creation and marketing campaign ideation for diverse clients, with a notable focus on *Kris*, a leading soft drink brand in Peru.
- Delivered compelling content across Instagram, Facebook, and LinkedIn, driving brand engagement and campaign success.

Senior Creative Copywriter | Contract

Mayo Advertising | Lima, PE | Feb 2020 - Feb 2021

- Conceptualized ad copy and campaigns with an emphasis on creative, sustainable, and inclusive messaging for *Pacasmayo Cement* and *Pavco Wavin*.
- Collaborated cross-functionally to translate concepts into visually engaging and mindful campaigns.

Senior Creative Copywriter

MullenLowe Worldgroup | Lima, PE | Jul 2019 - Dec 2019

- Brainstormed and birthed creative advertising narratives, setting the tone for multi-platform campaigns.
- Facilitated collaborations with creative counterparts, ensuring synergized visuals and messages.
- Vigilantly upheld brand guidelines, guaranteeing client satisfaction with every deliverable.

EDUCATION

Graphic Design Diploma

Vancouver Community College | Sep 2021 - Nov 2023

BA in Communication, with a minor in Advertising

Universidad Tecnológica del Perú | Aug 2010 - Dec 2014

Post-Graduate Coursework in Strategic Planning & Marketing, Strategic Communications & Digital Media

Universidad Tecnológica del Perú | Jul 2015 - Sep 2015

SKILLS

Graphic Design | Creativity | Communication | Adaptability | Teamwork | Problem Solving | Critical Thinking | Time Management | Leadership

SOFTWARE

Photoshop | Illustrator | Premiere Pro | After Effects | Lightroom | Indesign | Adobe Express | Canva | Figma | Midjourney AI | Microsoft Office | Pencode

LANGUAGES

Spanish | Native

English | Advanced - Fluent

CERTIFICATIONS

Serve It Right | Expiry Date: September 2027

IELTS | Expiry Date: February 2026