

GILDA VERONICA QUINTERO

Creative Director

EXPERIENCE

Director

Cardinalis Pte. Ltd.

2023 - Present (Singapore)

Developing proposals, strategies, social media content, website and graphic design to drive brand awareness. Provides back-end support to organisations as an admin.

Director

KlicksLab Pte. Ltd.

2021 - 2022 (Singapore)

Developed social media content, website and graphic design materials, leading to local startup's social media page follower count increasing by 20% with engagement rate of up to 70% compared to previous year; and a non-profit organisation's participation rate for conferences and seminars doubled.

Graphic Designer

DIMENSIONS International College

2019 - 2021 (Singapore)


Developed marketing materials as well as content for social media platforms Facebook, Instagram, YouTube; achieving higher impression, reach and engagement. Involved in sourcing and liaising with vendors for prints and minor renovations, assistant to IT department in managing and providing solutions to ZOOM issues of staff, lecturers and students during 2020 lockdowns, and trained lecturers pre-lockdown on how to utilize ClassDojo, ZOOM, and Microsoft Teams for lectures.


Graphic Design Intern


Heinz Asean Pte. Ltd.


OCT 2018 - MAR 2019 (Singapore)

Event planning and management, and designed materials for APAC Conference - event logo, graphics, videos, merchandise, welcome kit. Worked closely with APAC Zone President and leaders to develop and structure their presentation decks. Produced graphics and content for internal communications team.

 gildaquintero.com

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 Citizenship: Singapore PR

EDUCATION & OTHERS

MOE Registered Instructor

CCA - Visual Art / Photography

Mapúa University

BS Multimedia Arts and Sciences

SKILLS

Graphic Design

Illustration

Photography

Video Editing

Copywriting

2D Animation

Content Strategy

Social Media Marketing

Web Design

Basic HTML/CSS

TOOLS

MS Office, Adobe Creative

Suite, Canva, Wix,

Squarespace, Figma (basic)