**[Web and Graphic Designer with 14 years of experiance](https://www.postjobfree.com/resume/adzjep/web-and-graphic-designer-scarborough-on)**

**Location:**Scarborough, ON, Canada

**Posted:**September 07, 2023

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**Resume:**

JHICILY FRANZ GARSULA

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DIGITAL DESIGNER & MARKETER WITH STRATEGIC & LEADERSHIP SKILLS SUMMARY

• Brand-Focused Web Designer with 14+ years of experience designing high-quality websites in the personal growth and digital marketing industry

• Strategized and directed digital marketing campaigns for multiple product launches that generated 300,000+ leads with high conversion rates

• Organized and facilitated virtual summits, team workshops, and coaching sessions to transform mindsets and elevate work performance

WORK EXPERIENCE

Marketing Strategist & Digital Designer May 2022 - Present Verta Marketing Inc.

• Designed Facebook ads creatives, print-ready marketing graphics, and UI/UX designs for the web through Figma that generated more leads

• Collaborated in cross-functional meetings to gather insights, spot key trends, and develop informative ideas to enhance brand awareness

• Diagnosed and saved the critical status of Meta business managers that needed consistent communication and critical thinking

• Facilitated team meetings to create a clear vision, mission, and core values for the company, resulting in a stronger brand identity and increased employee engagement.

Co-Founder & Creative Director January 2019 - May 2021 Freedom Nexxyz

• Initiated and operated a coaching and training company dedicated to helping professionals achieve mastery in their personal and professional lives.

• Partnered with top coaches and created marketing strategies to organize life-changing educational events with 95% satisfaction rate

• Designed & developed a WordPress e-Learning platform using SaaS and e-Commerce integrations with more than 200 monthly users

Digital Designer July 2019 - May 2022

Being & Doing Online

• Architected a virtual event strategy and designed branded funnels in Wordpress that generated over 20,000 participants for multiple summits

• Edited marketing and training videos with Adobe Premiere Pro, After Effects and Photoshop that built the brand and created customer advocacy

• Implemented a comprehensive technology stack, including WordPress, Email Autoresponders, Google Analytics, Facebook Ads and other tools, to automate lead generation and sales conversion processes. Co-Founder, Lead Designer & Marketing Director April 2012 - December 2018 Evocess Media

• Recruited and trained a team of creative & technical professionals to be proficient in Adobe Creative Suite to design & develop websites

• Created a cold email outreach system that converts 47% of leads into appointments with a 78% show-up rate

• Partnered with leading marketers and built a $500,000 digital marketing brand in just 1 year

• Innovated digital products from idea to launch through leading a team, affiliate marketing and relationship building that created a 5,000+ customer base

• Optimized & redesigned marketing opt-in pages from 20% conversion rates to 60% that impacted our product launch sales Graphic, Web & Motion Designer April 2009 - March 2012 ZAF101 Creations

• Built a graphic & web design brand where it created 20+ recurring clients that it needed to expand to transform into an agency

• Delivered web design projects in 3 days that built client advocacy and garnered referrals EDUCATION

BA in Information Technology June 2009 - April 2012 Asian College of Science & Technology

• Conducted trainings on web design, programming & getting remote work

• Second place on Web Design & Programming Intercampus Competition

• One of the leaders of our school’s multi-media creatives that produced graphics & videos for events & activities Certified Life Coach February 2023 - June 2023

Mindvalley

• Practiced empathic listening to coachees that made them feel heard, understood and connected

• Facilitate transformation in clients to let go of limiting beliefs and change disempowering habits

• Empower clients to achieve a peak performance state and use it to be creative & productive at work INTERESTS

• Skill acquisition(Practicing prompt engineering on multiple AI platforms)

• Reading books on personal growth and spirituality(Currently reading Blue Truth by David Deida & The Myth of Normal)

• Listening to podcasts (I listen to The Chase Jarvis Show and Mindvalley Podcast by Vishen Lakhiani)

• Building my personal brand(To share my own slice of truth and empower others in an ever-changing world)

• Psychedelic integration (Currently refining my own protocol on healing traumas through Psilocybin) SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Wordpress

Brand Strategy & Design

Email Marketing

Facebook Ads

Figma

Sales & Negotiation

Leadership

Public Speaking

Coaching