



MARIA JOSÉ NUMA

DIGITAL DESIGNER

PROFILE

I am a marketing manager and creative designer with experience developing strategies that strengthen brand presence across digital and traditional channels. I enjoy collaborating with cross-functional teams and contributing to campaigns that are visually clear, consistent, and meaningful for the audience. I enjoy painting and supporting social causes.

EXPERIENCE

Art Director

Habitat Group, Miami

2024 - Currently working
Remote

- Develop creative concepts that support both short- and long-term objectives.
- Work with teams to build cohesive and visually strong campaigns.
- Direct and develop UI/UX design for digital interfaces while ensuring every deliverable reflects the brand's vision and remains consistent.

Marketing Manager

Virtual Emily

2020 - 2024
Hybrid

- Developed marketing strategies that supported short- and long-term business goals.
- Collaborated with cross-functional teams to deliver clear, effective campaigns.
- Ensured every initiative strengthened brand presence and maintained consistency.

Creative Director

Ni con el Pétalo Fest

2015 - 2020
Bogota

- Led the creative vision and visual identity of the arts festival across all platforms.
- Oversaw the development of campaigns, installations, and branded materials for the event.
- Collaborated with artists, producers, and partners to ensure a cohesive and engaging festival experience.

Audiovisual Manager

Casa E Borrero

2012 - 2014
Bogota

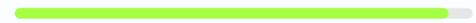
- Managed the production and execution of audiovisual content for theatrical events and promotions.
- Coordinated filming, editing, and multimedia assets to support the theater's programming and communications.
- Collaborated with directors, technical teams, and artists to ensure high-quality visual and sound experiences.

EDUCATION

- **Specialization in Digital Marketing Direction**
Universidad del Rosario | 2022 - 2023
- **Bachelor's degree in Graphic Design**
Universidad Jorge Tadeo Lozano | 2016 - 2019
- **Digital Marketing Degree**
University of Bogota, CESA | 2017
- **Graphic Design, Animation, Multimedia/web**
LaSalle College (LCI), Bogota | 2011 - 2014

SKILLS

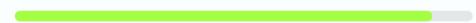
ILLUSTRATOR



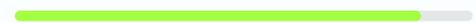
PHOTOSHOP



INDESIGN



FIGMA



AWARDS AND ACHIEVEMENT

Award "Pinta tu Avión de Aires" 2010

First Colombian to design the fuselage of a plane for the company's new fleet.

Guinness World Record RECORD HOLDER 2018

Guinness World Record for the largest sparkler-lighting event to stand against violence towards women.

Part of the strategic campaign developed for the organization Ni con el Pétalo de una Rosa.

LANGUAGES

Spanish (native)

English (advanced)

CONTACT

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