



ABOUT

25-year-old designer and communicologist, living in Mexico City.

I work in audiovisual production, creation of digital content, graphic and editorial design.

Passionate about blogs, music, history and the internet.

EXPERIENCE

- LOS METRO (PMDT) PRICELESS WITH ESTORIL**
 losmetro.mx
 Content Creator and Social (2022)
- BRANDER MX**
 brander.mx
 Executive Account (2021)
 -Kleenex, Pétalo, Mercantil MX, Kleenex Jabones
- SIGNO DE GATO**
 signodegato.com
 Designer & Executive Account (2021)
 Lead Production Manager (2019-2021)
 Account Manager (2019)
 Unit Production Manager (2018)
 Producer (2018-19)
 Producer y Account Manager (2017-18)
 Production Assistant (2017)
 Video Host (2017)
- ALCALDÍA AZCAPOTZALCO**
 @alcaldiadeazcapotzalco
 Producer (2019)
 Content Creator (2017)
- GOLDEN PATH**
 @goldenpathmx
 Producer (2017)
 Branding and Design (2017)
- LUZERNAGA STUDIO**
 @luzernaga
 Social events photography (2016)
- CODESM**
 https://codesm.marketing/
 Designer and Video Editor (2022)
- CANVA**
 canva.com
 Canva Latam Creator (2022)
- GRUPO GENOS**
 grupogenos.com.mx
 Digital Estrategist, Community Manager & Content Creator (2021)
 -PruebaT, Fundación Carlos Slim
 -Evenflo
 -El día que me perdi
 -Muebles Dico, Huggies ,Kleen Bebé, Peñafiel, Canada Dry, Squirt, Clamato
 -Cottonelle
 -Pétalo, Cottonelle, Evenflo, Canal del Congreso, Huggies
 -Bayer
- LOS ARBOLITOS**
 @losarbolitoscremeria
 Content creator and Head of Social Media (2020)
- CAMINOS CRUZADOS**
 Covers Chanel in Youtube
 Re branding (2018)
 Producción (2018)
- ROOP ALCHEMY**
 @roop_alchemy
 Community Management & Graphic Design (2019)

ACADEMIC PERFORMANCE

- GRUPO RADAR**
 President, Content Director, Web Designer, Community Management
- COLLEGE STUDENT COUNCIL (CUE LA SALLE) 2014-2015**
 General Secretary, Communication Leader, Graphic Designer and Identity, and Reporter

✉ hello@saraadel.com

☎ 55 5334 8127

🌐 saraadel.com

🏠 Mexico City

🌀 saritadel

EDUCATION

DEGREE IN COMMUNICATION SCIENCES
2014-2018

Universidad La Salle México

LA SALLE SUMMER PROGRAM ON LEADERSHIP AND GLOBAL UNDERSTANDING
2015

Roma, Italia

UPM PRODUCTION MANAGEMENT WORKSHOP
2018

Estudios Churubusco Azteca | Carlos Taibo

PROFESSIONAL PHOTOGRAPHY FOR INSTAGRAM
2019

Doméstika | Mina Barrios

GRAPHIC HUMOR WITH ILLUSTRATOR
2019

Crehana | @wawawiwa

CREATING A BRAND FROM SCRATCH
2019

Crehana | Vanya Silva

VIDEOLAB | YOUTUBE FOR COMPANIES

2019
Google México | Agustín Serrate

PHOTOGRAPHY AND COMPOSITION FOR INSTAGRAM

2020
Doméstika | Héctor Merienda

CONTENT CURATION
2021

LinkedIn Learning | Ignacio Lirio

COMPUTER SKILLS

Ps, Ai, Pr, Ae, Id, Mu, Lr, Fr, Xd
 Microsoft Office Suite
 Analytics
 Google Web Designer
 Google Console
 Procreate
 Creator Studio
 ContentCal, Trello, ClickUp, Planoly, Plann, Metricool
 Final Cut Pro
 Keynote, Pages, Notion
 Hoot Suite
 Thinkific
 CRM (PipeDrive, HubSpot, Salesforce)