



Karla Castañeda

Digital Creative & Marketing Specialist

PROFIL

Digital creative with 3+ years building brand identities and managing multi-channel social media strategies for 18+ clients across multiple industries. I combine visual design expertise with analytical skills — tracking KPIs, building Power BI dashboards, and turning data into creative decisions. Adaptable in both agency and in-house environments. Quadrilingual, available in Paris from May 2026.

EXPERIENCE

Creative Designer & Community Manager

04/2025 – Présent

Freelance — (Peru & international)

- Grew client social media accounts by 1,000+ followers within 3 months through data-driven content strategies and consistent brand storytelling.
- Managed end-to-end digital presence for 18+ brands across multiple industries: content strategy, audience engagement, and brand voice development.
- Designed complete visual identities — branding, packaging, e-commerce assets — from brief to final delivery with full creative ownership.
- Integrated generative AI tools (Claude, Midjourney, Adobe Firefly) to scale creative output while maintaining brand quality standards.
- Led client relationships independently: from briefing and creative direction through to delivery and performance review.

Community Manager

11/2025 – 05/2026

Alianza Francesa de Lima

- Managed content programming and scheduling across 2–3 social media channels using Monday platform, maintaining consistent editorial cadence for 6+ months.
- Developed strategic content planifications, editorial calendars, and institutional campaign frameworks aligned with enrollment and cultural objectives.
- Built automated performance dashboards using custom code scripts and Power BI connected to Google Sheets database — enabling real-time KPI monitoring for leadership.
- Tracked and reported indicators: content reach, engagement rate, follower growth, and audience segmentation — delivering monthly insight reports to management.
- Optimized team and resource distribution based on performance data, reducing content turnaround time.

Marketing & Creative Assistant

01/2023 – 03/2025

ANK Design Agency

- Contributed to the design and deployment of marketing campaigns, from strategic planning to execution.
- Created pitch decks and client presentations combining storytelling, data, and visual materials to strengthen business proposals.
- Developed marketing materials and visual assets for business presentations and communication initiatives.
- Coordinated with multidisciplinary teams to ensure aligned deliverables and on-time delivery.

ENTREPRENEURIAL PROJECT

Founder & Creative Director

2025 - 2026

NURA, Artisan Candle Brand

- Built a consumer brand from zero to market launch — covering visual identity, packaging design, pricing strategy, and e-commerce setup, with full creative and business ownership.
- Defined brand positioning and tone of voice; translated them into a consistent digital presence across social media channels.
- Produced all launch assets independently: product photography direction, content calendar, and brand communication materials.

EDUCATION

B.Sc. Civil Engineering — In Progress

2022 – 2026

Universidad Peruana de Ciencias Aplicadas (UPC)

Quantitative foundation applied to project management, data analysis, and structured problem-solving in creative and marketing contexts.

CERTIFICATIONS

- Meta Ads & Social Media Marketing
- Branding & Storytelling
- Client Communication & Negotiation
- Measure & Optimize Social Media Campaigns
- Construction Management

Meta
IE University
ESSEC Business School
Meta
Columbia University

CONTACT

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PORTFOLIO
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LOCALISATION
Lima → Paris (29 mai 2026)

LANGUES

Espagnol

Native

French

Advanced

English

Upper Intermediate

Portuguese

Intermediate

SKILLS

MARKETING

- Digital marketing
- Community management
- Content strategy
- Data dashboards & KPIs
- Storytelling
- Brand voice
- Meta Ads campaigns
- Editorial planning

DESIGN

- Branding
- Visual identity
- Packaging
- Graphic design
- Basic UI/UX

OUTILS

- Illustrator
- Shopify
- Photoshop
- WordPress
- InDesign
- Power BI
- Figma
- Trello
- After Effects
- Ms Project
- Adobe Firefly
- Google Workspace
- Midjourney
- Office 360
- Kling
- Zendesk
- Meta Ads
- Hubspot
- Google Script
- Monday