

BRENDA SERRANO

Professor / Designer / Creative



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🌐 linkedin.com/
brendaserranocacasola

WHY ME?

Experienced Professor with a demonstrated history of working in the higher education industry. Skilled in color, advertising, Adobe Creative Suite, event management, digital marketing and graphic design. Strong media and communication and marketing professional graduated from Tecnológico de Monterrey. Passionate about life and learning,

PROFESSIONAL SKILLS

Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Microsoft Word	● ● ● ● ●
Microsoft Excel	● ● ● ● ●
Microsot Powerpoint	● ● ● ● ●

LANGUAGES

Spanish (native)	● ● ● ● ●
English (620 toefl)	● ● ● ● ●

HOBBIES

✈ Travel	🎵 Dance (mexican folk dance)	📖 Read	✍ Write (blog)
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WORK EXPERIENCE

Jan 2003 - to present

Freelancer

Branding for different companies
Publishing design of books
Development of brands and brochures
Awarded with 1st Prize for IEQ contest in (2013)
Awarded with 1st Prize in Pochteca Contest (2009)

México - Guatemala

Aug 2015 - Jul 2017

BA Marketing & Communication Program Director

Tecnológico de Monterrey

Higher education
Recruitment of new students
Administration of budget
Links between university and business
Guidance and support to students

Querétaro, México

Aug 2003- to the present

Professor

Arkansas State University, Campus Qro.
(August 2018 to present)

Tecnológico de Monterrey
(August 2003 - December 2018)

Professor of these courses:
Graphic design, Graphical expression,
Digital publishing, Comprehensive
marketing communication, Introduction
to professional life, Mass Comm, Visual
Communication and Advertising.

Awarded teacher every year and each semester. (check out my linkedin profile)

Querétaro, México

Aug 2012 - Jul 2013

Department Director of Communication and Visual Arts

Tecnológico de Monterrey

Recruitment of new professors
Semester planning
Budget administration
Definition of career strategies

Querétaro, México

Aug 2009 - Jul 2012

BA Communication & digital media Program Director

Tecnológico de Monterrey

Administration of budget
Recruitment of new students
Links between university and business
Guidance and support to students
Definition of scholarships/interviews

Querétaro, México

EDUCATION

May 2017 - Jul 2017

Digital Marketing

Professional Certificate Program
80 hours

San Diego State University, USA

Jun 2013 - Jul 2013

Art Direction in Advertising

Professional Certificate Program
100 hours

Instituto Europeo Di Design IED, Barcelona

Jan 2001 - May 2002

Master in Communication

Scholarship awarded by Secretaria de Relaciones Internacionales de México

Tecnológico de Monterrey, Mty. México

Jan 1994 - Dec 1998

Bachelor's degree Graphic Design

President of the Student Society of Graphic Designers 96-97

Universidad Rafael Landívar, Guatemala



CERTIFICATES

May 2017



Adobe Certificate Indesign CC

Adobe Certified Associate
by Certiport

Querétaro, México

Jun 2015



Adobe Certificate Illustrator CS6

Adobe Certified Associate
by Certiport

Querétaro, México

Jan 2015



Adobe Certificate Photoshop CS6

Adobe Certified Associate
by Certiport

Querétaro, México

There is much more to know about me.

I was born in Guatemala 42 years ago but I was made in México 19 years ago.

I used to work in the development and design of stationary products for 8 years (Urman, Paper&Co. México) and advertising (Elemento Zagga, Guatemala).

I'll love to meet you and have an interview