Laura Bravo G

Management of teams dedicated to digital solutions focused on ads, UI and web projects

Behance LinkedIn

Quick to learn and amicable to new technologies in the design of digital solutions. Responsible, attentive to detail, and good at team work.

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💼 EXPERIENCES

Nexus Creative Solutions Leader - EMEA
GroupM - Since March 2022

- Lead and supervise multi-skill team to build different ad formats for multi channel solutions in programmatic media: display, video, rich media, DOOH, CTV. Dedicated entirely to the EMEA region and also covering MENA.
- Setup and test for dynamic campaigns for display, video, DOOH and CTV channels across diverse adservers.
- Offering advice for what ad formats and characteristics will work best according to region, market, brands and KPIs tied to available platforms and budgets.

Xaxis Creative Studios - Digital producer
XAXIS CO - May 2021 to February 2022

- Coordination with multi-skill teams to adapt dynamic campaign pieces through ad tools.
- Adapting and creating digital ad pieces from key visuals: carousels, videoskins, countdowns, reactive scrollers, interscrollers, interactive videos, etc.

UX analyst & digital project manager
MullenLowe Group - April 2019 to April 2021

- Making navigation flows, budgets and time tables for digital projects.
- Planning processes for designing user interfaces.

Webmaster & digital project management
Ogilvy Bogotá - May 2017 to March 2019

- Content management of multiple websites.
- Websites, webapps & apps: planning navigation flows and designing user interfaces for multiple devices.
- Front end for newsletters and landings.
- Support in training tools and methodologies for project management for important brands such as Diageo and Nestlé.

Digital creative leader
LeaP Simple - May 2015 to April 2017

- Planning and design for digital projects, as well as the assembly of the interfaces in multiple languages for multiple platforms and devices (web pages, apps, software, etc.).
- Selection of candidates, training in methodologies / languages and coordination of the creative and graphic processes of junior designers.

Graphic designer
LeaP Simple - May 2014 to May 2015

- Creation and improvement of digital pieces (banners, newsletters, images for publications on social networks).
- Management of web content on various platforms.
- Development user interfaces for mobile devices.

💼 SKILLS

Creation and management of ads for programmatic campaigns

- Google Web Designer
- Google Studio
- Choreograph Create Adserver
- Google Campaign Manager
- Celtra
- Jivox

- Flashtalking
- Adition Adserver
- Adform Adserver
- SeenThis

Digital project management

- Scrum methodology.
- Task & project management tools such as Mavenlink, COR, Asana.
- Quality control for personalized campaigns in programmatic
- Quality controls in navigation flows for digital projects.
- Site & navigation maps

Content management

- Wordpress
- Microsoft Sharepoint
- Life ray
- One Web
- Sitefinity
- Drupal
- Laravel Voyager
- Hubspot CMS Hub

Languages

- English (fluent)
- Spanish (native)
- Japanese (basic)

Front end development for web/app design

- HTML5
- CSS
- bootstrap

UI design

- Figma
- UXPin
- inVision
- Axure

Tools for digital assets - illustration

- Photoshop
- Illustrator
- Corel Photo Paint
- Corel Draw

EDUCATION

EF SET English Certificate 77/100 (C2 Proficient)
EF SET
Since January 2025

Credential: cKXfQG

Creative Certification Exam

Google

Since April 2024

Creative writting course

Universidad de los Andes

February 2020 to September 2020

Google Analytics

Google Academy

February 2018

Graphic Design

Universidad Jorge Tadeo Lozano

2011 to 2014

Industrial Design

Universidad Jorge Tadeo Lozano

2008 to 2012

◢ INTERESTS

Hobbies

- ‣ Scale figure collection
- ‣ Digital & traditional illustration
- ‣ Japanese animation & comic
- ‣ Creative writing
- ‣ Literature: horror, sci-fi, fantasy