

Cristina LACRUZ



MARKETING & CREATIVE PROFESSIONAL

CONTACT

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CORE SKILLS

- **Design & Multimedia:** Adobe Creative Suite, Photography, Illustration, Branding, Print & Digital Design.
- **Marketing & Coordination:** Social Media Management, Marketing Campaign Execution, Google & Social Ads, Email Marketing, Promotional & Educational Materials, CRM, Event Planning.
- **Web & Tech:** Microsoft Office & Digital tools, Shopify, WordPress, Basic HTML/CSS, UX/UI Principles.
- **Event & Travel logistics:** Project coordination & admin support, Organising events and fairs.
- **Languages:** Spanish (Native), Catalan (Native), English (Fluent), Italian (Basic)

EDUCATION

- **Diploma in Web Development** – Kent Institute, Sydney (2017–2018)
- **Diploma in Graphic Design** – Martin College, Sydney (2016–2017)
- **BA in Advertising, Graphic Design & PR** – CEADE, Seville (2009–2013, Honors)
- **Advanced English Diploma** – Kaplan International, Boston (2009)

Marketing and creative professional with 13+ years of experience across Australia, Spain, and the US. Skilled in coordinating marketing campaigns, creating digital and print assets, and managing cross-functional teams. Passionate about supporting purpose-driven initiatives in healthcare and education. Experienced in CRM systems, email marketing, and social engagement strategies.

PROFESSIONAL EXPERIENCE

ART & MARKETING DIRECTOR

Paddington Jeweller | Australia 2017–2018 & Aug 2022–Sep 2025

- Coordinated and executed marketing campaigns including email marketing, social media, and promotional materials. Managed CRM databases and supported administrative marketing functions. Organized photoshoots and produced visual assets across print and digital channels.
- Built and launched the new website and managed social media presence.
- Supported jewellery design, customer service, and learned basic jewellery & watch repairs.

ART DIRECTOR & MARKETING DESIGNER

Freelance Ina Lacruz Designs | Spain & Australia 2016 – Present

- Developed and delivered educational marketing content and coordinated timelines with agencies and suppliers. Worked with various clients to align messaging with strategic goals in healthcare-adjacent industries.
- Produced catalogs, digital materials, and multimedia content for international projects.

ART DIRECTOR & SOCIAL MEDIA MANAGER

Macredi 2.0 | Spain 2015–2016 & 2016–2024

- Led content strategy and campaign execution for B2B and B2C clients.
- Managed email marketing, social media, and educational content.
- Collaborated with suppliers, freelancers, and agencies.

PROJECT MANAGER (GRAPHIC DESIGN & MULTIMEDIA)

Goodland Agency | Spain Mar 2022 – Jul 2022

- Coordinated design and marketing projects across internal teams and external partners.
- Delivered print and digital assets under tight deadlines.
- Supported campaign strategy, content planning, and CRM organization.

MARKETING & GRAPHIC DESIGN DIRECTOR

53MP Coworking | Spain 2020– 2021

- Developed branding and marketing strategies, increasing visibility and occupancy.
- Created visuals and managed social media growth.

PRODUCTION ASSISTANT

Club de Creativos | Spain 2012–2015 & 2021

- Event coordination and logistics.
- Organise speakers' journeys to the congress and create all designs to be used at the event.

SENIOR GRAPHIC DESIGNER

Signpac | Australia 2018 – 2019

- Designed corporate signage and branding under tight deadlines.
- Delivered visual solutions that improved client retention.

ART DIRECTOR AND TEAM LEADER

GrowPro Experience | Australia & Spain 2016 – 2017

- Team management, students journey, marketing & event planning.

GRAPHIC DESIGNER & SOCIAL MEDIA SPECIALIST

Publinet Agency | Spain 2013 – 2014

- Early grounding in marketing and design.