



# HELLO. I'M MONICA DUBOIS

**CONTACT ME**    941-310-7474    hello@monicadiasdubois.com    monicadiasdubois.com    North Port, Sarasota, FL

## SUMMARY

Creative designer and marketing professional with 7 years of experience in retail, wholesale, and agency settings. Skilled in social media marketing, newsletter creation, print design, website design and copywriting. Recognized for strong time management, tech savviness and organizational abilities.

## ABOUT ME

Originally from the Azores, Portugal, I spent five years working in London and now reside in North Port, Florida. I am fully authorized to work in the U.S. and do not require employer sponsorship. My academic background is primarily in design, but after gaining in-depth marketing experience in my previous role, I am now eager to pursue a career in marketing. Currently, I run a small Etsy business selling planner printables and stickers. My interests include fitness, gaming, and creative projects.

## WORK EXPERIENCE

**SMALL BUSINESS OWNER** Since 2024  
*Sleekly Creative • Sarasota*  
Developed and sold high-quality digital products on Etsy and Shopify, continuously updating offerings to maintain industry-leading standards. Created optimized item listings using effective SEO strategies and crafted clear, user-friendly product descriptions to enhance the customer experience. Provided prompt and helpful responses to customer inquiries. Consistently promoted the items on social media to drive sales.

**CREATIVE DIRECTOR** 2019 - 2023  
*London Grow • London*  
Planned and executed all graphic content and copy for newsletters, social media, blog, and Shopify website. Analyzed sales, social media, and newsletter data to guide marketing strategies. Conducted competitor research and managed Facebook and Instagram advertising campaigns with a budget. Produced printed materials including signage, vinyl wraps, flyers, stickers, and clothing. Created product manuals including technical drawings. Collaborated closely with the CEO, COO, Head of Customer Service, and Purchase Manager.

**DESIGNER & MARKETING CO-DIRECTOR** 2019 - 2023  
*GreenMakers • London*  
Planned, designed, and analyzed Instagram content, including paid advertising campaigns. Produced a variety of printed materials such as wholesale and brand catalogues, flyers, vinyls, foamex boards, and branded clothing. Led branding and identity development for the wholesale brands. Created and maintained multiple websites using Wix. Created and edited product pictures and mockups. Developed and distributed newsletters, produced and published blog content, and occasionally assisted with operational tasks like packing parcels, dispatching, and processing phone payments. Collaborated closely with the CEO and General Manager.

**GRAPHIC DESIGNER** 2016 - 2017  
*Targeting • Lisbon*  
Designed print materials for events and for two of Portugal's largest supermarket chains, Continente and Pingo Doce. Worked with brand assets from leading international brands including Jameson, Absolut Vodka, Beefeater, Chivas, and other Pernod Ricard labels, as well as the national beer brand Sagres.

**OTHER JOBS**  
Gained customer service experience working two summers at a museum, welcoming visitors, handling payments, and providing brief site tours. Assisted with administrative tasks at a local hospital, including organizing paperwork, managing phone calls, and data entry. Also completed various freelance design projects throughout the years.

## EDUCATION

**MASTER'S DEGREE**  
**DESIGN & VISUAL CULTURE** 2017  
*IADE-U Universidade Europeia • Lisbon*  
Specialization in Visual Design, thesis in Mobile UI/UX "Untangle Faial - Tourism App Design for Smartphones", with two research papers published: "The Potentials of Mobile Tourism Apps" and "Interface Design, UX & Emotion: a State-of-the-Art Report".

**BACHELOR IN DESIGN** 2014  
*IADE-U Institute of Arts, Design & Enterprise • Lisbon*  
Multidisciplinary focus, covering graphic, multimedia, 3D, video, interior, product, photography and industrial design.

- OTHER COURSES**
- Klavyio Deliverability Certificate and Klavyio Product Certificate by Klavyio in 2023.
  - Introduction to Social Media Marketing, Fundamentals of Social Media Advertising, Advertising with Meta, Measure and Optimize Social Media Marketing Campaigns and Social Media Management by Meta in 2021-2023.
  - Introduction to UI Design, User Research and Design by University of Minnesota in 2019.
  - Responsive Webdesign by FreeCodeCamp in 2018.
  - Product Design The Delft Design Approach by Delft University Coursera in 2015.
  - Competitive Strategy and Advanced Competitive Strategy by Ludwig Maximilian University of Munich in 2014.

## SKILLS

- Creative** • Proficient in Adobe Photoshop, Adobe Illustrator, Adobe Indesign. Some knowledge in AdobeAfter Effects, Adobe Premiere, Autodesk 3Ds Max
- Documents** • Microsoft Office, Docs, Powerpoint, Excel, Google Drive.
- Online** • Shopify, Wix, Omnisend, Klaviyo, Mailchimp, QuickBooks, Unleashed, ClickUp, Sked Social, Hootsuite, Etsy.
- Social** • Instagram, Facebook, Meta Business Suite, TikTok, LinkedIn, Pinterest, Youtube.
- Soft Skills** • Organization, Time Management, Ability to Work Independently, Tech Savvy, Dedicated and Hardworker.