

Camila Sanchez

Senior Digital Designer | Web & UI Designer

WordPress • Web Design • UI Design • HTML/CSS • Marketing Automation

Bogotá, Colombia

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Summary

Senior Digital Designer with 11 years of experience creating websites, landing pages, email campaigns, and digital experiences for international companies across Australia, Latin America, and global markets. Specialized in WordPress, Web Design, and UI Design, with hands-on experience building responsive websites, implementing website integrations, marketing automation workflows, and digital campaigns. Fluent in English and Spanish with experience collaborating in international hybrid and remote teams.

Career Highlights

- 11 years of experience in Digital & Web Design
- Designed and delivered websites, digital marketing assets, and web solutions for technology partners including HP, Google, Intel, Apple, and Microsoft Australia.
- WordPress Specialist • Shopify & Webflow Experience
- Fluent English (C1) | International remote experience
- Email Marketing & Marketing Automation
- HTML • CSS • Website Integrations

Core Expertise

- WordPress
- Web Design
- UI Design
- Responsive Web Design
- Landing Pages
- Webflow

Technical Skills

- HTML
- CSS
- Website Integrations
- Marketing Automation
- Google Analytics (GA4)
- Google Tag Manager
- CMS Management

Tools

- Adobe Creative Suite
- Figma
- Mailchimp
- Brevo
- Mailjet
- ActiveCampaign
- HubSpot
- Shopify
- Google Search Console
- SEO Fundamentals

Work Experience

MT-Digital/ BBM Marketing

Bogotá, Colombia | May 2024 - Present

Web Designer (UI) | Mar 2026 - Present

- Designed, implemented, and optimized responsive WordPress websites and landing pages for multiple clients.
- Created user-focused interfaces that improved usability, accessibility, and visual consistency.
- Developed custom WordPress and Shopify functionality, third-party integrations, and AI-assisted development workflows using HTML and CSS.
- Configured marketing automation and integrated Mailchimp, Brevo, Mailjet, and ActiveCampaign with WordPress forms and CRM platforms.
- Implemented Google Analytics (GA4), Google Tag Manager, Google Search Console, and SEO improvements to support website performance.
- Optimized website usability, responsiveness, and performance to improve the user experience across multiple client websites.

Senior Graphic Designer | May 2024 – Mar 2026

- Designed websites, landing pages, email campaigns, and digital assets for multiple clients.
- Built and maintained WordPress websites while supporting digital marketing campaigns and website enhancements.
- Expanded responsibilities in web implementation and UI design, leading to promotion to Web Designer (UI).

SYNNEX Australia

Digital Designer

Melbourne, Australia | Apr 2023 – Jan 2024

- Designed and maintained WordPress websites and landing pages supporting technology partners including HP, Google, Intel, Apple, and Microsoft Australia.
- Created responsive HTML email campaigns and EDMs using ActiveCampaign.
- Produced websites, digital assets, presentations, social media graphics, and campaign materials.
- Played a key role in delivering SYNEX Alliance, producing websites, landing pages, email campaigns, and promotional assets.
- Collaborated with marketing teams and project managers to deliver digital campaigns within tight deadlines.

OPPOSITE

Melbourne, Australia | Jun 2019 – Jan 2023

Digital & Multimedia Specialist | Jul 2021 – Jan 2023

- Designed and maintained WordPress and Webflow websites using HTML and CSS.
- Developed eLearning modules in Adobe Captivate, interactive PDFs, and multimedia content.
- Created and scheduled marketing emails using HubSpot.
- Produced animations, presentations, and digital assets for marketing campaigns.

Senior Graphic Designer | Jun 2019 – Jul 2021

- Designed websites, intranet systems, and digital marketing materials.
- Produced animations, presentations, infographics, and visual assets across multiple channels.
- Redesigned the company website using WordPress, HTML, and CSS, improving usability and engagement.

COLOMBIANA DE COMERCIO (ALKOSTO/KTRONIX)

Ecommerce Category Coordinator

Bogotá, Colombia | Mar 2018 - Dec 2018

- Managed ecommerce content, digital merchandising, and online product catalogs across multiple categories.
- Planned and executed category campaigns that contributed to increased online sales.
- Optimized navigation, filtering, and product information to improve the online shopping experience.

Dyvergente

Creative Leader

Bogotá, Colombia | Feb 2017 - Nov 2017

- Designed websites and digital solutions that supported entrepreneurs and small businesses.
- Produced branding, animations, and marketing assets for digital and print campaigns.

IQ Outsourcing

Graphic Designer Intern

Bogotá, Colombia | Apr 2015 - Jan 2016

- Supported the design of digital and print communication materials for internal HR initiatives.

Education

Design and Development of Dynamic Websites (2016)

Universidad Piloto

Graphic Design, Bachelor (2011 - 2015)

Escuela de Artes y Letras

Marketing and Cultural Communication (2015)

Universidad de Salamanca / Escuela de Artes y Letras

Languages

- Spanish - *Native*
- English - *C1 (IELTS)*