

# XAVIER RAMÍREZ-MÉNDEZ

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## PROFESSIONAL PROFILE

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- **Graphic Designer** with more than 10+ years of experience in the communications industry of the government of Puerto Rico. Also, with extensive experience in brand development, strategic communications and planning of internal activities.
- Transformational leader with natural ability to identify marketing trends and corporate image integrating communication and design strategies reducing costs in public relations and advertising agencies through the implementation of administrative and operational strategies and guides integrating new technologies, as well as evaluating and recommending equipment and materials necessary in communication aspects for use by agencies.

## COMPETENCIES

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|-------------------------|----------------------------|--------------------------|
| • Entrepreneurship      | • Delivering Presentations | • Communication          |
| • Creativity Process    | • Basic HTML               | • Strong Team Leadership |
| • Adobe's Creative Apps | • Typographic              | • Public Speaking        |
| • Branding              | • Print Design             | • Technology             |

## EXPERIENCE

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### COMMUNICATIONS COORDINATOR

**Economic Development Bank for PR • PR Housing Authority**, Guaynabo, PR | Feb 2019 – Present

*Responsible for the duties involving communication, promotion, and administration of all development activities including content, design and production of the EBD and PRFHA, including grants programs, government and federal loans such CBDG-DR.*

- Responsible for monitoring, updating and maintaining website, social media, and newsletters; design and produce brochures, advertisements, posters, and any other materials related to the marketing of events and programs.
- Content development, design and production of printed material for agencies including programs, educational material for employees, presentations for the President and CEO at internal and external conferences and official meetings.
- Responsible for ensuring that all promotional and marketing materials meet the company's brand identity strategy.
- Planned internal campaigns and events as per company standards.
- Coordinate communication strategies in meetings, internal communications with employees and clients, press conferences and presentations.

#### *Key Accomplishments:*

- **Reduction of public relations and advertising agency costs by \$70K.**
- **Year-over-year growth of 54%** of audience on social networks with a total of 54.3M impressions distributed on Facebook, Twitter and LinkedIn.
- Good customer service thru social media platforms.

## Graphic Designer

**Ensign Grfx**, Newark, NJ | April 2018 – January 2019

*Responsible for the daily design and production for multiple clients, e.g. restaurants, auto parts, governments transportation agency, supermarkets, local fast foods beauty salon & vinyl vehicle wrap.*

- Successfully manage and coordinate graphic design projects for concept to completion.
- Created more than 700+ graphics in one-year period,) e.g., websites, brochures, logos, business cards, flyers, pop up posters, social media promotions, invitations, magazine covers, and vehicle graphics).
- Frequently integrated photos, typographic and graphics elements.
- Development of creative content for organizations, small business and schools to publish on social media as well as for the creation of advertising campaigns.

### Key Accomplishments

- Communication directly with the most important companies in New Jersey and Hispano-American markets e.g., NJ Transit, La Casa de don Pedro, Family Foods Distributors & Rock Properties.
- **Increased Sales by 140%** to the company, implementing the creation of web pages and content for social media.

## Graphic Designer

**Government Development Bank for Puerto Rico**, San Juan, PR | Jan 2011 – Oct 2017

- Responsible for the production of all creative development brand, including videos, photos, promotional materials and websites within the Communications Office.
- Responsible for the developing all the creative design of the intern and extern marketing campaigns of government programs. e.g., Casa Mia, COFIM, and Puerto Rico Credit Conference.
- Applied the latest developments in design, advertising, and marketing in all in-house design productions, including social media content, landing pages, websites and printed materials.
- Development communications and product concepts for print and web, including email campaigns, newspaper ads, print, and social media.
- Managed and maintained websites for distributing client information to more than 300 loan officers and government agencies.

### Key Accomplishments:

- **Brand** Creator of the Puerto Rico Fiscal Agency and Financial Advisory Authority, saving the government agency more than 80K in the hiring of advertising and marketing services.

## EDUCATION

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MBA – Digital Graphic Design | **Atlantic University College**, Guaynabo, PR • 3.80 GPA

BBA – Graphic Design | **University of Puerto Rico**, Carolina, PR • 3.60 GPA

## IT SKILLS

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Microsoft Office • Facebook Business Manager • Adobe Creative Cloud  
Photoshop • Illustrator • InDesign • Muse • SharePoint

## VOLUNTEER EXPERIENCE

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**Graphic Designer** – Fundación Mi Gran Sueño, Inc. 2012 – present  
([www.fundacionmigransueno.com](http://www.fundacionmigransueno.com))