

Lina Henriquez

Digital Marketing Specialist / Graphic Designer

A seasoned graphic designer with over 15 years of experience in creating visually appealing and user-friendly websites and mobile apps for multinational sporting events. With a strong foundation in UX design and a recently finished education in digital marketing communications, I bring a unique combination of creativity and technical proficiency to each project, delivering results that exceed expectations.

WORK EXPERIENCE

Digital Designer | Casino Time Inc.

KINGSTON, ONTARIO, CANADA (2023)

- Executed content creation (videos, graphics, visuals, and written materials) across diverse media channels—website, emails, print, social media, video, and digital displays.
- Took a proactive role in steering the evolution of the brand's visual expression, ensuring consistent alignment and continuous refinement of the brand positioning.

Digital Marketing Intern | Queen's University, Faculty of Engineering and Applied Science

KINGSTON, ONTARIO, CANADA (2023)

- Reviewed content drafts and existing content to maintain language and style consistency.
- Validated and defined keywords, page names, page titles, display names, meta descriptions, headings, link, and button text, calls to action, alt text, and figure captions.
- Created assets utilized by faculty departments and programs.

Graphic Designer | Información de Negocios y Procesos (INP LTDA)

BOGOTA, COLOMBIA (2010 - 2022)

- Designed main software branding and event deliverables including wireframes, mock-ups, front-end software, and promotional graphics.
- Provided user interface designs, prototypes, and layouts for front-end and back-end software, including app prototyping and CSS styles using Ionic Framework.
- Customized CSS and established visuals for multiple international sporting event websites.
- Acted as webmaster during events, managing galleries, updates, and general information.

Junior Web Designer | PS Manager

BOGOTA, COLOMBIA (2006 - 2009)

- Designed web layouts, banners and HTML for high-profile portals including the International Bank of Bogota and the official Colombian Brand campaign "Colombia is Passion" in 2008.

EDUCATION

Digital Marketing Communications | Graduate Certificate

St. Lawrence College

KINGSTON, ON, CANADA (2023)

Graphic Design | Bachelor's Degree

Jorge Tadeo Lozano University

BOGOTA, COLOMBIA (2005)

LICENCES & CERTIFICATIONS

- Google Analytics Certification (DEC. 2022)
- Google Analytics Individual Qualification (FEB. 2023)
- Google Ads Display Certification (JAN. 2023)
- Google Ads Search Certification (DEC. 2022)
- Google Ads Creative Certification (MAR. 2023)
- Hootsuite Platform Certification (FEB. 2023)
- Excel for Marketers. LinkedIn Learning (JAN. 2023)
- Semrush Marketing Analysis (JAN. 2023)
- Foundations of User Experience (UX) Design. Google (NOV. 2021)
- Introduction of User Experience Certificate. HEC MONTRÉAL (AUG. 2021)



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DIGITAL CREATIVE

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SKILLS

Digital Marketing:

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Data Analysis
- Email Marketing
- Digital Advertising
- Social Media Marketing
- Social Media Tools / Dashboards
- Content Creation
- Video Editing

Graphic Design:

- Branding and Identity Design
- Mobile & Desktop Design
- Mobile App Design
- UI/UX Design
- Wireframing & Prototyping
- HTML5 & CSS3 Customization
- Layout and Wireframe Design
- Print Design

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Adobe Premiere Pro
- WordPress / Shopify
- Canva
- Microsoft Office
- Hootsuite (Certified)