

# 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. I combine my expertise in UX design with a recently completed education in digital marketing communications, offering a unique blend of creativity and technical proficiency that allows me to deliver exceptional results that consistently exceed expectations.

## WORK EXPERIENCE

### Platform Manager | Casino Time Inc.

KINGSTON, ONTARIO, CANADA (2024)

- Develop and execute innovative marketing strategies and on-platform campaigns for the iGaming sector, collaborating with game providers and managing asset for social media.
- Analyze and report on campaign performance, game status, and marketing metrics, preparing comprehensive reports and presentations while acting as the platform spokesperson for inquiries.
- Coordinate with design and digital marketing teams to create engaging promotional materials, handle visual asset communications, and address platform issues.

### 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.

### 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.

### Web 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.
- 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)



Lina Henriquez

DIGITAL CREATIVE

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## LICENCES & CERTIFICATIONS

- Advanced CSS3 and HTML5. University of Waterloo (SEP. 2023)
- Google Analytics (DEC. 2022)  
Google Analytics Individual Qualification (FEB. 2023) - Google Ads Display (JAN. 2023) - Google Ads Search (DEC. 2022) - Google Ads Creative (MAR. 2023)
- Excel for Marketers. LinkedIn (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)

## 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 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