Irene Olea

Minneapolis, MN   ireneolefer@gmail.com   [Portfolio](#)   [LinkedIn](#)

EXPERIENCE

Contractor   **Dublin, Ireland - Madrid, Spain**
Graphic Designer | Social Media Marketing   September 2019 - September 2023

- Led the rebranding of *Vintage Point Madrid* and developed Instagram content that led to growth of 20%
- Created tracking dashboards in Notion to manage client data, payments, and performance
- Produced and edited 5+ video commissions, aligning with influencer and brand guidelines

wearebold.es | Design Studio   **Madrid, Spain**
Graphic Designer   September 2022 - January 2023

- Produced 23 motion graphics videos for YouTube as part of a digital marketing initiative for *El Programa Iberoamericano de Cooperación Sur Sur*, enhancing program visibility and audience engagement
- Developed grid system and page layout for 12 publications (30-90 pages) for *The Red Cross*
- Designed book covers for *Delicious* and *KHAF* editorials

Trattoria Nervosa | Restaurant   **Toronto, Canada**
Hostess   September 2023 - December 2024

- Managed guest experiences and front-of-house operations, ensuring smooth service delivery
- Communicated efficiently with internal teams under high-pressure situations
- Executed attention to detail and organizational skills in a fast-paced environment

Content Creator   **Minneapolis, MN**
TikTok | YouTube | Instagram   October 2024 - Present

- Produced, edited, and published short and long-form content, developing a consistent creative style and messaging
- Leveraged Hootsuite and Instagram analytics, leading to increased user engagement
- Developed storytelling, video production, and audience engagement skills applicable to influencer marketing strategy

EDUCATION

Escuela Superior de Diseño de Madrid | ESD   **Madrid, Spain**
Bachelor of Arts in Graphic Design & Marketing

- Motion Graphics 2D & 3D | Marketing Strategy | 3D Modeling | UX-UI Design | Branding | Typography
- Variable font featured at ESD Design Exhibition

National College of Art and Design | NCAD   **Dublin, Ireland**
Exchange Program

- Branding proposal for *Uber* and *Hopfully Brewery*
- Selected for ESD Erasmus Abroad Program (2 places available)

SKILLS

Languages	Certifications	Tools & Skills	
English	Hootsuite Platform Certification	Hootsuite	Social Media Strategy
Fluent	HubSpot: Social Media Marketing	Adobe Creative Suite	UX/UI Design
Spanish	Google Ads Display Certification	Motion Graphics	HTML, CSS & JavaScript
Native	Canva: Social Media Mastery	Figma	MS Word, PowerPoint & Excel
	English First Certificate B2	Notion	