

David Halaby

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PROFESSIONAL SUMMARY

Multidisciplinary Graphic Designer with experience producing branding, marketing campaigns, newsletters, and visual assets for U.S. clients. Proven ability to manage over fifteen active clients while delivering design and marketing work for more than forty organizations. Drives data-driven creative solutions, strong organization, rapid learning, and experience working within Agile SCRUM workflows.

CORE SKILLS

- Marketing campaign execution and cross-functional collaboration
- Branding, visual identity, and visual storytelling
- Email marketing, SEO content strategy, and copywriting
- Social media content and short-form video creation
- Agile SCRUM workflows and QA for web and CRM platforms
- Adobe Creative Suite, Figma, and 3D tools

PROFESSIONAL EXPERIENCE

OMNICOMMANDER — *Graphic Designer & Digital Marketing Specialist* (Jun 2023 – Present)

- Designed logos, print and digital campaigns, newsletters, billboards, postcards, and digital displays for more than 40 credit unions, delivering brand-aligned and compliance-ready assets.
- Expanded role to include digital marketing responsibilities such as email template redesign, email and social copywriting, SEO content briefs and page writing, and short-form social video creation.
- Led the redesign and implementation of client email templates, improving unique click rates, click-through rates, and click-to-open rates from one percent to seventy percent within one month of deployment.
- Owned monthly content and design production for over fifteen active client accounts, acting as primary creator and delivery owner.
- Collaborated with copywriters, developers, and account teams while supporting the rollout of Agile SCRUM workflows, improving turnaround times and delivery clarity.

OnTheFuze — *Quality Assurance* (Nov 2022 – Jun 2023)

- Performed daily QA of conceptual website designs and HubSpot CRM implementations prior to development and client delivery.
- Ensured design-to-development handoffs were accurate and met brand and functional standards.
- Gained working knowledge of web structure and basic front-end concepts through QA activities and developer collaboration.

Tint Café — *Creative Director* (Jan 2022 – Oct 2022)

- Directed a full rebranding for a Colombian coffee collective: logo, slogan, packaging, website, and social media.

- **Increased gross revenue by 50%** by diversifying revenue streams, introducing new product offerings, and securing strategic partnerships.
- Streamlined communication and digital presence to expand reach despite limited financial resources.
- Produced educational video content to strengthen customer engagement and brand credibility.

Freelance Graphic Designer — (2021 – 2022)

- Designed logos, branding materials, and digital campaigns for small businesses and startups.
- Delivered high-quality creative solutions for print and digital media, helping clients enhance their visibility and credibility.
- Managed projects independently, ensuring deadlines and client satisfaction.

EDUCATION

Bachelor of Graphic Design — Universidad de los Andes, Bogotá, Colombia (2021)

ADDITIONAL INFORMATION

- Languages: Spanish (Native), English (Advanced), German (Basic–Mid)
- Strong communication, organization, teamwork; fast learner and creative problem-solver