

Ana Paula De Rosenzweig



CONTACT

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SKILLS

- Project Management
- Effective Communication
- Team Leadership
- Client Relationship Management
- Process Standardization
- Brand Strategy & Positioning
- Creative & Strategic Pitching
- Research & Conceptualization
- Copywriting & Storytelling
- SEO/GEO Strategy

TOOLS

- Prompt Design & AI Tools
- Adobe Suite
- Figma
- Slack & Asana
- Galant
- Notion
- Microsoft Office

LANGUAGES

- Spanish (native)
- English (Upper Intermediate, B2)

INTRODUCTION

I am a Mexican, multidisciplinary creative with 8 years of experience, specialized in Brand Strategy and Positioning, Creative Conceptualization, Verbal Identity and Brand DNA, Project Management, and Editorial Illustration.

HIGHLIGHTS

I have worked alongside Anagrama and Espina Studio, collaborating on over 40 brands through project management and creative strategy, including global accounts like Four Seasons and nationally renowned brands such as La Mansión.

EXPERIENCE

Concept & Strategy Manager
Anagrama / Espina Studio
Oct 2024 - Aug 2026

Project Manager
Anagrama / Espina Studio
May 2022 - Oct 2024

Assistant Manager
Anagrama / Espina Studio
Nov 2021 - May 2022

Graphic Designer
Urbánica Mkt
Jan 2021 - Nov 2021

Graphic Designer
Kaleidoscope
Jan 2020 - Jan 2021

Editorial Producer
A7 Social Mkt Business
Nov 2018 - Nov 2019

Graphic Designer
Brada Co.
Mar 2018 - Aug 2018

EDUCATION

Master's Degree in Digital Marketing
Mondragon Unibertsitatea
Sep 2025 - July 2026

Bachelor's Degree in Multimedia Graphic Design
Mondragón México
Aug 2016 - May 2020

AWARDS

LAD Awards / Bronze
Oakwise / 2025
Espina Studio

LAD Awards / Bronze
La Mansión / 2025
Espina Studio

LAD Awards / Bronze
Alongside / 2023
Anagrama