

# Africa Lopez

SR MARKETING DESIGNER

MADRID [SPAIN]

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PORTFOLIO

LINKEDIN

Creative marketing designer with 10+ years of global experience helping brands grow through smart, performance-driven design. I bring strategy, design, and analytics together to create campaigns and brand systems that connect with audiences and deliver results. Experienced in B2B environments, where design drives engagement, supports sales, and sparks conversations. Collaborative and cross-functional, I partner with teams to shape brand presence across channels while pushing the boundaries of visual storytelling.

## SKILLS

**Brand & Creative:** Brand identity · Art direction · Campaign development · Visual storytelling

**Digital & Growth:** ABM campaigns · Integrated campaign strategy · Web & UX/UI design · Social & email campaigns · Performance optimization · Community activation

**Leadership & Strategy:** Team leadership & mentoring · Cross-functional collaboration · Insight-driven creative

**Project & Resource Management:** Workflow coordination · Multi-channel delivery · Problem solving

## TOOLBOX

**Design**  
Adobe Suite · Figma

**Web & CMS**  
Wordpress · Craft cms

**CRM**  
HubSpot · MailChimp

**Analytics**  
Google · Meta · LinkedIn

**Planning**  
Asana · Notion · Trello

**Other**  
G Suite · Keynote · Office

## EXPERIENCE

MADRID · 2021 - PRESENT

### Saffron Brand Consultants · Brand Studio Senior Marketing Designer

- Lead design for global growth campaigns, ABM initiatives, and sales assets, positioning Saffron as a thought leader in branding.
- Collaborate with strategy, new business, and C-level teams to align creative efforts with business goals and engage B2B audiences across tech, finance, energy, and consumer sectors.
- Create campaign kits and ABM campaigns tailored for specific client segments and international markets, optimizing performance with data and A/B testing.
- Own and evolve Saffron's visual identity and marketing design systems, developing templates, web assets, and creative briefs for consistent, scalable brand expression across channels.
- Direct creative production (video, photography, campaigns), balancing craft and analytics to maximize reach, engagement, and conversion.
- Lead social media strategy and content curation, increasing **community engagement: +10.2% YoY**; LinkedIn 14% (vs. 2% benchmark); Instagram 18% (vs. 5% benchmark).
- Deliver measurable results: **+25% web traffic** (59k sessions), bounce rate reduced 42% → 29%.
- Strengthen global visibility through PR coverage in The Guardian, The Drum, and Creative Boom (659M+ reach).
- Support internal culture and team growth through communication tools, design systems, mentoring junior designers, and fostering cross-functional collaboration.

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## EDUCATION

### Marketing AA | 2014 - 2016

CCSF / San Francisco [US]

### Creativity & Advertisement | 2012 - 2013

Zink Project / Madrid [Spain]

### Graphic & Web Design | 2009 - 2010

CICE / Madrid [Spain]

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## LANGUAGES

English · Fluent

Spanish · Native

OAKLAND, CA · 2015 - 2021

### Riaz Capital & Artthaus Studios · Real Estate/Investment Marketing Designer

- Owned brand identity and design systems, ensuring consistent, high-quality communications across investor and tenant touchpoints.
- Designed integrated tenant and investor journeys—including email, web, and social campaigns—accelerating lease-up to **70% pre-launch** and **100% occupancy** within 30 days.
- Developed Artthaus Studios' brand presence through community events, collaborations with artists, and local partnerships, turning the workspace into a cultural hub and differentiator.
- Managed campaign budgets and optimized creative performance using analytics and engagement data, driving measurable ROI.
- Produced cross-promotional partnerships and marketing materials that increased visibility, strengthened loyalty, and supported business growth.

MADRID · 2013 - 2014

### My Body Stores (evolved to Natruly) · E-commerce Graphic Designer

- Led a full brand identity redesign and optimized UX/UI, strengthening online sales and customer engagement.
- Produced digital campaigns, product visuals, and promotional content across web, social, and email, improving conversion and supporting revenue growth.

MADRID · 2013

### BBDO · Advertising Agency Graphic Designer

- Contributed to global campaigns, including award-winning work for Smart by Mercedes-Benz (Communication Arts Award of Excellence).
- Designed and adapted print/digital materials for international markets, ensuring brand consistency.
- Supported cross-functional production for seasonal campaigns and activations, delivering collateral that elevated client engagement.