

# Jorge Penuela

Driven communications expert thriving on diverse skills in design, marketing, management, and customer service. More than five years building global rapport (Colombia, UK, USA) and resolving challenges collaboratively. Consistently exceed expectations, delighting clients and reducing complaints. Eager to amplify company revenue and market value through my unique, results-oriented approach.

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-  [jorgepenuela.site](http://jorgepenuela.site)

## Experience

### QWERTY Concepts Inc, USA, **Web Designer**, SEP 2020 - PRESENT

- Be responsible for internet marketing and digital communications.
- Work with internal team and business Clients to create digital content and graphics.
- Manage web and design projects from start to finish.
- Provide end user training on managing web content.
- Work with marketing team to execute tasks for improving the company's marketing efforts.
- Enter time to track progress and notes.
- Provide progress updates to supervisors on tasks.
- Assist business Clients with existing website and content modifications.
- Assist with digital campaign execution.
- Work with digital marketing team to assist with digital marketing strategy and execution.
- Troubleshoot website performance issues.

### British Council, Colombia, **Communications Officer**, FEB 2019 - MAR 2021

- Promote a joint dialogue between the different actors involved in the project.
- Support the implementation of CH4IG's communication strategy and plans.
- Monitor, report and share results, as well as share best practices with the country marketing team on the agreed communication KPIs for the project.
- Facilitate successful internal communication within the region by sharing case studies.
- Assist the Head of Marketing and Communications Colombia in capturing and producing impactful stories about the CH4IG programme.
- Design, prepare, share and monitor the monthly CH4IG social media content package.
- Produce and upload campaign content for different marketing channels.

### Bank of the Republic, Colombia, **Communications Specialist**, AGO 2014 - JUL 2015

- Establishing and maintaining relationships with the media, customers, and other external partners involved in iConecta Project.
- Develop internal communications strategies to deploy iConecta Project.
- Managing the organization's social media accounts, including creating content, posting, and engaging with internal employees of the bank.
- Develop the project visual identity according with the internal communications strategies.
- Preparing internal communications, such as newsletters, memos, and presentations related with iConecta Project.
- Communicating with executives and stakeholders about processes, strategies, and outcomes.
- Prepare budget need it to deploy communications strategies related with iConecta Project.

/// Additional experience please see Seek or LinkedIn profile.

## Education

Canterbury Technical Institute, *Diploma in Cyber Security*  
2024, AUSTRALIA.

Jorge Tadeo Lozano University, *Bachelor in Business Administration*  
2018, COLOMBIA.

Jorge Tadeo Lozano University, *Graduate diploma in Design Management*  
2013, COLOMBIA.

Jorge Tadeo Lozano University, *Bachelor in Graphic Design*  
2012, COLOMBIA.

## Skills

- Collaborative
- Marketing
- Fast learning
- Communication
- Cyber Security
- Web Design
- Creative ability
- Adaptable
- HTML/CSS
- Cross Cultural
- Social Media
- Customer Ser.
- Analytics
- Team player
- Multitasking
- Management

## Software

- Illustrator
- Photoshop
- InDesign
- Acrobat
- Office 365
- Google Services
- WordPress
- Oxygen
- Figma
- Monday
- Keap
- JavaScript
- Python
- Azure

## Languages

- Spanish (Native)
- English (C1 / PTE 82)

## Certificates

- **Certificate IV Project Management Practice**,  
*Canterbury Technical Institute (AU)*
- **CALARTS UI & UX Designer Professional Certificate**,  
*Coursera - Online Certificate*
- **IBM Front-End Developer Professional Certificate**,  
*Coursera - Online Certificate*
- **IBM Full Stack Developer Professional Certificate**,  
*Coursera - Online Certificate*
- **Google Cyber Security Professional Certificate**,  
*Coursera - Online Certificate*