PATRICIO DE JESÚS VARELA GARCÍA

Graphic Design | Content Creation | Video Editing | Web Development

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PROFESSIONAL SUMMARY

Digital designer and content creator. I design social media posts, shoot and edit videos, and build websites with HTML, CSS and JavaScript. I work freelance, on-site or remote, with companies in Monterrey, and I use AI tools to automate repetitive tasks. I adapt quickly to new brands, tools and ways of working, I am self-taught and I meet deadlines.

PROFESSIONAL EXPERIENCE

PV — Digital design and content (freelance) Aug 2026 – Present

Designer and content creator · Remote

Client: DJA Corporativo (accounting firm)

- Design and publish 1 to 2 posts per day, Monday to Friday, for Facebook and Instagram, including their captions.
- Edited 4 social media videos in Adobe Premiere Pro.
- Designed and coded their landing page in HTML, CSS and JavaScript.
- Prepare a monthly social media performance report.
- Automated the scheduling of their Facebook and Instagram posts with my own AI-powered assistant.

TRÉBOL REGIOMONTANO Aug 2025 – Present

Content creation · Freelance

- Design images and posts for live giveaways and events: announcements, reminders, winners and brand collaborations.
- Shoot, edit and publish videos for their social media: winner announcements, collaborations and events.
- Support coordination between teams when the project requires it.

CARCMEX Aug 2024 – Jul 2025

Marketing and customer service · Monterrey, NL

- Assisted customers by phone (telemarketing), providing information and promoting the company's services.
- Planned, created and edited content for the brand's social media.
- Followed up on customer requests and routed them to the right department.
- Supported the recording of warehouse movements.

MUNICIPALITY OF APODACA Sep 2021 – Nov 2021

Creative support in digital communication · Apodaca, NL

PORTFOLIO PROJECTS

- **Jobby:** financial dashboard for small businesses (invoicing, clients, payments and cash flow). Visual design and code in HTML, CSS and JavaScript.
- **FHO Servicios:** corporate website with its own visual identity, animations, and services and contact sections.

EDUCATION

Universidad Tecmilenio, Las Torres Campus — Bachelor's in Graphic Design and Digital Animation (6 semesters completed)
High school — Unidad de Estudios Superiores Cumbres, Monterrey, NL | 2019

TOOLS AND LANGUAGES

Design: Adobe Photoshop | Canva

Video: Adobe Premiere Pro | CapCut

Web: HTML | CSS | JavaScript | Visual Studio Code

Social media and AI: Meta Business Suite | Claude | ChatGPT | Gemini | Microsoft Office

Languages: Spanish (native) | English, advanced C1 (EF SET 61/100, cert.efset.org/Mg3NjK)