

Daniel Rodríguez

Graphic Designer

📍 New York, New York

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Design Portfolio: <https://canva.link/danieldesigns>

I'm a Marketing and Graphic Design expert with 7+ years of experience building bold and human-centered visual identities, digital marketing campaigns, managing social media accounts and brand assets.

Professional Experience

The Agency RE

Production Designer - *New York, New York*

2026 - Present

- Independently manage a high volume of print and digital marketing collateral, including campaigns, landing pages, and e-blasts.
- Produce short-form videos, motion graphics, and engaging assets tailored for social media platforms.
- Create custom presentations, illustrations, infographics, and promotional materials (mailers, brochures).
- Collaborate with the senior design team to execute high-quality assets aligned with overall marketing goals.

Alakai Capital

Marketing Manager - *Orlando, Florida (Remote)*

2025

- Led the digital marketing and social media strategy for both the company and its CEO, managing multi-platform content creation, brand positioning, and community engagement.
- Developed marketing materials and implement social media sales funnels.
- Executed campaigns that enhance Alakai's online presence and support business growth in the commercial real estate sector.

JLM Real Estate

Marketing Specialist - *San Diego, California (Remote)*

2024

- Created and designed marketing materials for commercial real estate properties, including brochures and presentations.
- Managed website updates and social media content to support property marketing efforts.
- Supported marketing and operations teams with coordination and administrative tasks.

JLL

Marketing Leader - *Chicago, Illinois*

2023

- Developed marketing campaigns and presentations for commercial properties across Mexico, aligning with global brand strategy.
- Led creative direction for social media, corporate materials, and property marketing initiatives.
- Collaborated with JLL Chicago to ensure brand consistency and strategic messaging across all materials.

Newmark

Marketing Analyst - *New York, New York*

2022

- Led content creation across web, social media, and email marketing channels.
- Optimized website and SEO strategy, resulting in a 20% increase in traffic.
- Designed custom marketing decks for clients in office, land, and industrial real estate.

Education

Master of Arts in Graphic Design | Universidad de Monterrey

Bachelor of Science in Marketing | Tecnológico de Monterrey

Skills

Photoshop, Premiere, After Effects, InDesign, Illustrator, Lightroom, Salesforce, HubSpot, Figma, Wordpress, Google Analytics, Mailchimp, Shopify, Capcut, Notion, ClickUp, Canva.