
2023



Portfolio

Jesus Garcia

AllaboutJess.com

About me

Brand Strategist/ Digital Marketer



JESUS GARCIA

I'm a freelance Brand Strategist, Designer, and Digital Marketer. Proudly based in Dallas Fort Worth, and working with clients from across the country.

I graduated with a Bachelor of Fine Arts in Advertising Major, along with a Minor in Marketing.

I've worked with clients in the marketing industry with a variety of segments. Currently working as a freelancer to help companies with branding, advertising, marketing, and more.

TECHNICAL SKILL

Adobe Suite

Canva

Hubspot

DESIGN SKILL

Logo

Social Media

Packaging

UI/UX

Visual Identity

SEO

Certifications



Bachelor of Fine Arts in Advertising
Minor in Marketing
University of Texas at Arlington



Digital Marketing Certification
HubSpot Academy

Inbound Certification
HubSpot Academy

Social Media Marketing Certification
HubSpot Academy

SEO I -II Certification
HubSpot Academy

Content Marketing Certification
HubSpot Academy



Hootsuite™

Digital Marketing Certification
Hootsuite

Social Marketing Certification
Hootsuite

Hootsuite Platform Certification
Hootsuite



Google Ads Certification
Google

Advanced Google Analytics Certification
Google

My Work Experience

As a freelance branding strategist with a specialization in digital marketing and SEO, I transform businesses by maximizing their online presence and driving organic growth.

I empower businesses to leave a lasting digital impact by expertly navigating every aspect of digital marketing, including captivating website design and impactful content marketing.

Freelancers, serving as indispensable lifelines to businesses, offer a flexible pay-as-you-go service, in contrast to larger agencies that impose retainer fees, ensuring cost-effectiveness without compromising on quality.

Logo

Social Media

UI/UX

Visual Identity



Bar Soap Branding

In my portfolio of branding strategies, I proudly present the transformational journey of Bucks Howling Apothecary's soap. The launch of these products includes consistent messaging, brand identity, color palette, and consistent communication with the target audience.



Candle Packaging

As a startup company, I designed a packaging strategy that focuses on creating a visually captivating experience that captivates customers and communicates our brand values. Through rustic yet elegant designs, earthy color palettes, and thoughtful detailing, our packaging becomes a window into the natural world, evoking a sense of calm, warmth, and connection with nature. With each candle, we aim to kindle the spirit of adventure and tranquility, while leaving a minimal environmental footprint—a testament to our dedication to both quality craftsmanship and the preservation of our planet.



Branding

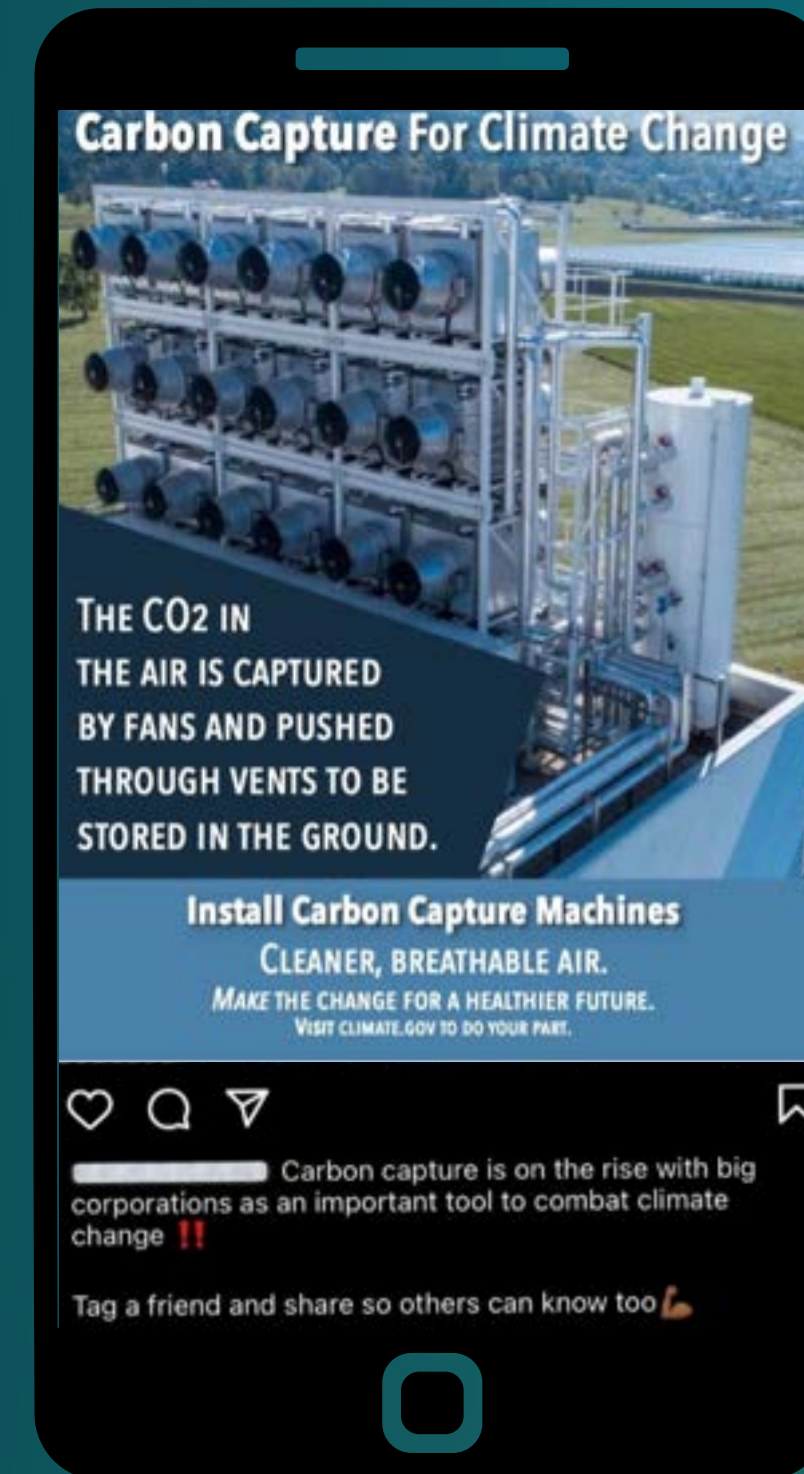
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Social Media Design

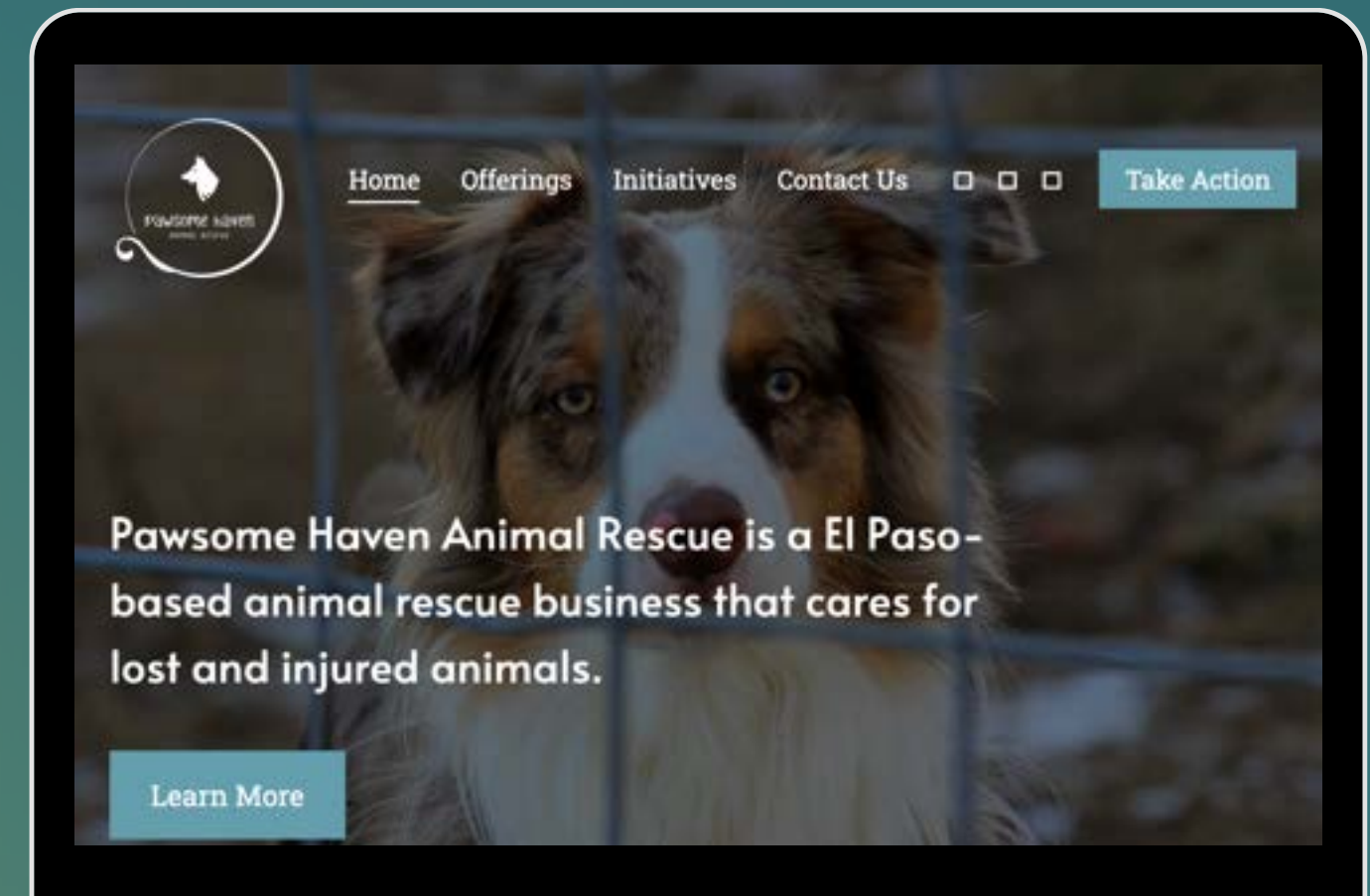
The Save the World campaign and is part of the movement towards a sustainable future. Our mission is to raise awareness about carbon capture technology, encouraging corporations to install Carbon Capture Machines in their buildings for cleaner air and a healthier environment.

The Save World Campaign raises awareness for carbon capturing



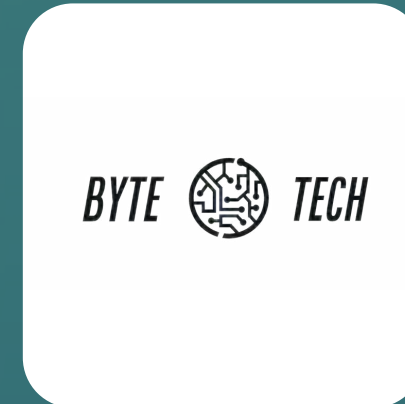
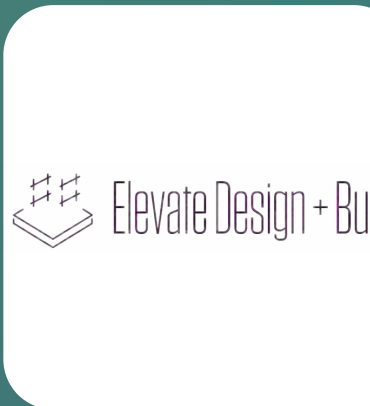
Visual Identity

I present a cohesive and captivating visual identity that represents the essence of brands with a harmonious blend of aesthetics and strategic thinking. Through meticulous attention to detail, I create visually compelling designs that evoke emotions, tell stories, and leave a lasting impression. From elegant typography choices and harmonious color palettes to thoughtful compositions and engaging imagery, my visual identity work reflects the unique personality and values of each brand. With a focus on consistency, creativity, and purposeful design elements.



Brand Logo Design

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**Want to see a few samples of
my work?**

View my

Portfolio

Contact

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