

ISAÍ PEÑA

STRATEGIC MARKETING | BRANDING & VISUAL IDENTITY

Strategic Marketing professional with 6 years of experience in branding, visual identity, communications, and digital marketing, with the ability to develop brands from concept and naming through visual execution and digital presence.

EDUCATION

Bachelor's Degree in Strategic Marketing

Universidad Anáhuac Cancún
2019-2023

LANGUAGES

Spanish - Native | English - Professional

EXPERIENCE

Community Manager

Viajes 307 | 2021-2026

- Developed and managed the brand's visual identity and image.
- Planned, created, and managed content for social media and digital channels.
- Collaborated in the development and creation of the company website.
- Developed strategic collaborations with influencers to strengthen brand reach and generate new B2C customers.

Community Manager & Digital Team Leader

Punto de Conexión | 2025-Present

- Developed and managed the organization's visual identity.
- Directed the brand's internal and external visual communications.
- Managed Facebook, Instagram, and YouTube.
- Planned, created, and scheduled digital content.
- Designed and produced banners, vinyl graphics, signage, and large-format materials for physical spaces.
- Designed graphic assets, advertisements, event logos, and communication materials.
- Produced and edited Reels and YouTube videos.

Branding, Design & Communications

Freelance | Independent Projects

- End-to-end brand development: naming, conceptualization, visual identity, and applications.
- More than 8 branding projects for different businesses and organizations.
- Designed corporate, commercial, digital, and print materials.
- Developed rebranding projects and communication assets for brands across different industries.
- Designed campaigns and advertisements for Meta platforms.



CORE SKILLS

Digital Marketing

Branding

Visual Identity

Graphic Design

Social Media

Content Strategy

Visual Communication

TOOLS & SOFTWARE

Planificación

Illustrator

Diseño Gráfico

Photoshop

Edición

Premiere Pro

Canva

After Effects

Meta Business Suite

CapCut

Marketing

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