



PENÉLOPE MORLA^{DE} ROSA

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🌐 <http://penelopemorla.wordpress.com>



ABOUT ME

I am an artist and communications professional with over 16 years of experience in graphic design, digital communication, and the development of communication products across diverse fields. I have had the opportunity to work with numerous clients and institutions, building a broad portfolio that includes branding, digital content, multimedia production, and communication strategies. I have extensive experience conceptualizing and creating content for different platforms, integrating Generative Artificial Intelligence tools to optimize creative, audiovisual, and production processes. My education and professional experience have enabled me to lead teams and strategic projects, while also sharing my knowledge as an Adobe Certified Instructor and MIPYMES consultant. I consider myself a creative, versatile, and constantly evolving professional, focused on achieving goals and delivering results.



WORK EXPERIENCE

Investor Protection and Education Coordinator (2024–2026)

- Superintendency of the Securities Market of the Dom. Rep. (SIMV)

Senior Project Management Analyst (2023–2024)

- United Nations Development Programme (UNDP)

Communications and ICT Consultant (2023–2024)

- Central American Educational and Cultural Coordination (CECC/SICA)

Social Media Manager (2020–2022)

- Ministry of Education of the Dominican Republic (MINERD)

Senior Graphic Designer (2019–2020)

- Ministry of the Presidency of the Dominican Republic (MINPRE)

Visual Communication and Marketing Advisor (2018–2019)-

- MSME Innovation Center PUCMM / Ministry of Industry Commerce (MICM)

Senior Visual Designer (2010–2018)

- Theorem Creations

Photoshop Instructor (2012–Present)

- SDQ Training Center



EDUCATION

Master's Degree in Digital Marketing and Advertising (2023–2024)

- Nebrija University, Spain.

Bachelor's Degree in Digital Communication (2015–2020)

- APEC University

Associate Degree in Multimedia (2007–2010)

- Technological Institute of the Americas (ITLA)



PROFESSIONAL DEVELOPMENT

Trademark and Patent Protection for SMEs

- TEP PUCMM – Center for Technology and Continuing Education

EMPRETEC: Entrepreneurship Development Program

- PUCMM Emprende, MICM & United Nations

Photography for Designers / Digital Marketing

- Altos de Chavón School of Design

Film Production Design / Screenwriting

- Dominican Republic National Film School



HABILIDADES

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Adobe XD



CERTIFICATIONS

-Accreditation in the En Marcha Methodology

United Nations Development Programme (UNDP)

-Scrum Methodology Certification CertiProf | ID #81454683

-Adobe Certified Expert – Photoshop CS3 | ID #ADB233944