

## Giselle (GiGi) Delgado Buraye

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### Professional Summary

Creative Director with extensive experience in graphic design, social media marketing, and digital communications. Proven track record in leadership roles across non-profits, community outreach, and event planning. Dedicated to using creativity and compassion to make a positive impact.

### Employment / Work Experience

#### 2018 - Present | Gigi's World & Giselle Delgado Graphic Design

*Creative Direction, Graphic Design, Social Media Marketing, and Digital Communications*

- Provided creative services for clients with a focus on meaningful impact.

#### 2018 - Present | Hope4Life Miami

*Creative Direction, Speaker, Facilitator (Part-Time)*

- Led creative and compassionate initiatives for personal growth and emotional wellness.
- Supported founders in planning and executing events, coordinating speakers, and managing the yearly calendar of classes.
- Drafted and facilitated healing workshops, spearheaded social media campaigns, and oversaw creative needs.

#### Key Roles:

- **Creative Development:** Conceptualized and implemented strategies for healing and self-expression through art, writing, and mindfulness.
- **Social Media Marketing:** Managed platforms to engage diverse audiences and raise awareness.
- **Graphic Design:** Produced visual assets for branding and communication.
- **Workshops:** Designed and facilitated experiential workshops for personal growth.
- **Support Groups for Women:** Led support groups fostering a safe space for sharing and healing.
- **Conferences on Inner Healing:** Taught conferences on emotional well-being and personal development.

### **2015 - 2018 | Christ Fellowship Church - Local Missions Director**

- Created and strengthened community partnerships with businesses, government, and non-profits.
- Managed 14 ministries and 22 teams, providing weekly volunteer opportunities.
- Led large-scale volunteer events, including the MEGA PACK event with Feed My Starving Children.

### **2013 - 2015 | Director of The Artisan Lounge**

- Managed artist space with 23 studios and three art galleries, curated exhibitions, and created events to promote artists.
- Developed marketing and advertising materials for events.

### **2013 - 2015 | Federation of Families - Creative Healing Workshops**

- Created and Facilitated Art Workshops for under-resourced children and adults struggling with mental illness throughout the city. *(Joined them again from 2020 - 2022 for virtual and in-person workshops)*

### **2012 - 2015 | Co-Founder - ArtCycle**

- Curated exhibitions with local & international artists to promote bike safety and support the arts.
- Organized bike tours & exhibitions, throughout Wynwood and the Museum of Coral Gables.

### **2013 | Founder & Curator - HUMAN RIGHTS | HUMAN WRONGS**

- Curated social exhibition to raise awareness about human trafficking and other societal issues.
- Organized panel discussions and art auctions to benefit organizations aiding rescued women.

### **2002 - 2013 | Partner/Creative Director - Terna Publishing + Terna Creative Group**

- Provided quick, creative advertising design solutions, including logo design, branding, collateral production, restaurant concepts, advertising campaigns (print, outdoor, web), website design, social media, email strategies, and magazine, catalog, and book design. Also created pitch presentations and client RFP responses.
- Among the list of clients: **Arteaméricas, CubaNostalgia, The Miami Herald, Prestige Auto for Audi North America, Porsche Cars North America, Kia Motors and Hyundai, Southern Automotive Media Association, Luxury Living Realty, Trust for Public Land, KIWANIS Club of Little Havana, Dr. Loretta Skin Care Products, Ten Aragon, Cernuda Art Gallery, Ironman-Miami Tri Events, Pecan's Day Spa, Margaret Pulles, John Schreiber Pain Relief Institute, The Diner Restaurant, Snappers Restaurant, Mambo Café Restaurant, Pecan's Day Spa, USA Frame and Pantin/Beber Public Relations** among others.

## **2002 - 2013 | Executive Partner & Creative Director - impulso Magazine**

- Developed and branded an upscale Hispanic automotive lifestyle magazine, creating a new market in the US. Managed layout design, content, photography planning, and participation in automotive events to visually capture car manufacturers' products. Also produced an interactive iPad edition in English.

## **1997 - 2002 | Art Director - Disney, Consumer Products Latin America**

- Art Director for El Reportero Disney.

## **1993 - 1997 | Freelance Art Director & Graphic Designer for Ad Agencies & Publications**

- **OGILVY & MATHER, IAC ADVERTISING, HE2.3 DESIGN STUDIO**, Freelance Art Director,
- **MIAMI HERALD CREATIVE GROUP** Freelance Graphic Designer for client advertising needs
- **LM MAGAZINE** Art Director, Miami
- **CHANNELS MAGAZINE** Art Director, Miami
- **FLORIDA SPORTS FAN MAGAZINE** Freelance Illustrator

## **1995 - 1997 | Assistant Art Director HARRIS DRURY COHEN Ad Agency in Pompano, FL.**

- Graphic Design & Advertising. Specialized in collateral design for **Del Monte, Sea•Doo, Mayors, Atlantis, Florida Panthers, Disney Cruise Lines** among other clients.

## **Education & Workshops**

- Continuous training in Adobe Suite, Canva, Meta, Mailchimp, Constant Contact, Wix, CapCut, Social Media Marketing, and AI tools.
- Leadership Development Workshops and Life Coaching training through CF Miami (2012-2018).
- Associate Degree in Advertising Design - Art Institute of Ft. Lauderdale / Honors Group (1992).

*Separate CV for Art Shows & Exhibitions and Recommendations provided upon request.*