

DANIELA GARCÍA GANDOUR

Digital Communications & Design Specialist

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PROFILE

Bilingual communications and design professional with a background spanning graphic design, animation, and institutional digital strategy. Experienced coordinating multi-platform social media campaigns, producing video content, and applying visual storytelling to strengthen brand presence. Seeking a hybrid communications and design role that combines strategic content planning with hands-on creative production.

EXPERIENCE

Digital Communication Coordinator — UNITEC / CEUTEC

Apr 2024 – Aug 2026

- Led content development for institutional social media campaigns across Instagram and Facebook, coordinating with cross-functional teams to publish consistent, on-brand designs.
- Wrote scripts, conducted interviews, and coordinated video productions from concept through delivery.
- Supported institutional rebranding initiatives, translating strategic goals into engaging visual and video content.
- Applied visual storytelling principles across video and digital formats to communicate institutional messaging clearly and consistently.
- Tracked engagement and performance metrics to inform content strategy and improve future campaigns.

Freelance Visual Artist & Designer — Self-Employed

Oct 2022 – Present

- Deliver rotoscope, graphic design, and animatic work for independent and studio clients, consistently meeting tight production deadlines.
- Build 3D models and social media content assets for a range of client briefs, balancing creative direction with client requirements.

Roto Artist — Internship — Cinematic Media

Nov 2022 – Dec 2022

- Collaborated with a team of roto artists on production deliverables under strict deadlines.
- Developed working proficiency in Nuke's core roto-scoping and compositing functions.

Animator — Internship — Ikum Studio

Sep 2022 – Nov 2022

- Produced loop animations for multiple original characters for use across client projects.
- Created animatics for an infographic commercial, translating script beats into clear visual sequences.

Media Production Specialist — Gomez Corporation

Oct 2020 – Nov 2021

- Produced media content supporting company communications and marketing efforts.

EDUCATION

Bachelor of Arts, Digital Animation & Interactive Design — UNITEC, San Pedro Sula, Honduras

Mar 2023

Summa Cum Laude • Internship at Cinematic Media

High School Diploma — Science & Humanities Track — SERAN School, San Pedro Sula, Honduras

Jun 2018

Valedictorian

SKILLS & LANGUAGES

Design & Animation Software: Photoshop, Illustrator, After Effects, Premiere, Blender

Soft Skills: Deadline-Oriented, Disciplined, Teamwork, Dependability

Languages: Spanish (Native), English (Bilingual)