BARBARA ABREU

PERFORMANCE CREATIVE DESIGNER | VIDEO EDITOR

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PROFESSIONAL PROFILE

Performance creative designer and video editor with 5+ years in graphic design, the last 2.5+ focused on paid social for Meta. I concept, script, design and edit lead-generation ads (statics, UGC and AI-presenter video) and test them every week. My creatives are behind $350K+ in sold jobs traced through clients' CRMs, across 3,000+ ads produced and launched.

WORK HISTORY

Ad Creative Designer — Kocer Media / Miami, FL (Remote) / Mar 2024 - Present

- Conversion-Focused Creative: Concept, script, design and edit Meta ads (statics, carousels, UGC, client-on-camera and AI-presenter video) for 10+ home improvement client accounts.
- Sales Impact: Creatives behind $350K+ in sold jobs, traced from Meta lead forms to closed deals in client CRMs. A single static ad closed 5 jobs worth $59,775.
- Creative Testing Framework: Run weekly testing cycles with several hooks per concept. Rebuilt a winning video for a second client, reaching a 2.3% CTR and 13 leads in its first month (original: 3.3% CTR).
- High-Volume Production: 3,000+ creatives produced and launched, about 5 per working day.
- AI-Driven Production: Built an AI video workflow (Higgsfield, Seedance, ElevenLabs, Gemini, Claude) for talking avatars, AI clones of client owners, b-roll and voiceover, with no on-site shoots needed.
- Market Research: Use Meta Ad Library and account data to adapt proven hooks, offers and angles to each market.

Graphic Designer (Part-time) — DOS Properties / Panama / Apr 2023 - May 2024

- Creative Direction: Led the company's creative output across digital and print channels, ensuring brand consistency and clear messaging.
- Multi-Channel Design: Produced marketing assets for social media, lead-generation campaigns and large-format advertising (billboards, banners), adapting visuals to each placement.
- Content & Video Execution: Developed short-form video for Reels and TikTok, including scripting, concepting and editing, to support visibility and inbound leads.

Graphic Designer (Part-time) — Carnival Design / Panama / Apr 2023 - Dec 2023

- Licensed Product Design: Designed school-related physical products under major licenses (Disney, Nickelodeon, Paramount), following strict brand guidelines and compliance requirements.
- Print Production Prep: Delivered print-ready files with accurate margins, bleeds and production specifications for manufacturing.

SKILLS & TOOLS

- Design & Creative: Photoshop, Illustrator, Adobe Express, Procreate, Canva
- Video & Motion: After Effects, Premiere Pro, CapCut
- AI Creative Tools: Higgsfield, Seedance, ElevenLabs, Gemini, Google AI Studio, Sora, NanoBanana, Claude
- Ad Platforms & Research: Meta Ads Manager, Meta Business Manager, Meta Ad Library

SOFT SKILLS

Creative ownership · Strategic creative thinking · Performance-oriented mindset · High attention to detail · Adaptability in fast-paced environments · Feedback-driven iteration · Cross-functional collaboration · Independent problem-solving

EDUCATION

B.A. in Arts, Graphic Design concentration — Universidad Arturo Michelena / Venezuela / 2019 - 2023

LANGUAGES

Spanish (Native)
English (Advanced)