

Heladio Adame | Digital Marketing Web Designer

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PROFESSIONAL SUMMARY

Creative Digital Marketing Web Designer with 15 years of experience in web design, graphic design, and front-end development. A strong design background with hands-on expertise in digital marketing, social media strategy, SEO, email marketing, analytics, and content creation. Experienced in developing responsive websites, executing digital campaigns, producing engaging visual content, and helping businesses strengthen their online presence. Skilled in Adobe Creative Cloud, WordPress, HTML, CSS, and AI-powered creative tools.

PROFESSIONAL EXPERIENCE

Ink Refuge | Creative & Digital Marketing Agency | Web Designer / Graphic Designer

2011 – Present

- Design and develop responsive websites using WordPress, HTML, and CSS, incorporating on-page SEO best practices.
- Create website layouts, user interfaces, and digital design concepts for development and client presentations.
- Design digital marketing assets, including social media graphics, advertisements, promotional materials, and branded content.
- Develop and execute email marketing campaigns using Mailchimp, including copywriting, email design, audience list management, scheduling, and distribution.
- Distribute email campaign performance reports to clients.
- Create and publish branded social media content directly to client accounts.
- Edit promotional videos, social media reels, and other digital video content using Adobe Premiere Pro and CapCut.
- Collaborate on web design and development projects for established brands, including WaBa Grill, Pick Up Stix, San Manuel Indian Bingo & Casino, Leg Avenue, Bibigo, Orbeez, and Chronic Tacos.

Freelance | Digital Marketing Web Designer

2026 – Present

- Develop and execute digital marketing and social media strategies aligned with client business objectives.
- Manage social media accounts, including content planning, creation, scheduling, publishing, and performance analysis.
- Conduct social media and SEO audits to identify opportunities for improved visibility, engagement, and growth.
- Analyze website and social media performance metrics to guide content and marketing strategies.
- Design and develop WordPress websites and digital marketing assets for businesses.
- Create branded graphics, promotional videos, reels, and email marketing campaigns.
- Work directly with clients to develop creative strategies and strengthen their digital presence.

CORE SKILLS

- **Digital Marketing:**
Social Media Strategy & Management, Content Marketing, Email Marketing, SEO Audits, Digital Analytics
- **Design & Development:**
Web Design, Graphic Design, WordPress, HTML, CSS, Responsive Design, UI Design
- **Creative Production:**
Video Editing, Short-Form Video, Social Media Graphics, Branding, Digital Advertising
- **Software & Platforms:**
Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, CapCut, Mailchimp
- **AI Tools:**
ChatGPT, Midjourney, Adobe Firefly, Claude

EDUCATION

The Art Institute of Orange County

Associate's Degree - Web Design & Interactive Media

