



PABLO ZUBIRIA

CREATIVE DESIGNER



🌐 www.pablozubiria.wixsite.com/wonder-catalog

✉ pablo_zubiria@hotmail.com

👤 Vancouver, B.C.



RELEVANT EXPERIENCE

May - Aug 2017

SOCIAL MEDIA & EVENT COORDINATOR

at Iridia Medical (Co-op Placement)

📍 Vancouver, BC

Key responsibilities: Event planning, website design, video editing, internal communications, google analytics, Facebook ads, and strategic marketing.

Major achievements: Designed highrise-higherrisk.com to attract potential shareholders and created an advertising video for Facebook that reached 20,000 users, attained 5,000+ views and had a 10% engagement rate.

May - Aug 2016

DATA ANALYST

at Deportes Marti (Internship)

📍 Mexico City

Key responsibilities: Data interpretation, market research, result analysis through statistical techniques, interpretation of financial statements.

Major achievements: Created a marginal-cost pricing strategy for upcoming collections by analyzing financial statements and statements of income.

May - Aug 2015

INNOVATION STRATEGIST

at SportCity (Internship)

📍 Mexico City

Key responsibilities: Project management (initiatives targeting young adults), internal & external communications and budget planning.

Major achievements: Implemented "Teens-up", a summer cross-fit program targeting high school students; attaining 100+ subscriptions.



Additional experience: Social Media Strategist at the Vancouver School of Economics (current). Graphic Designer at UBC Brasa (current). Shift Supervisor at UBC Safewalk (2 years). Work-Learn Soccer Instructor at UBC Active Kids (5 months).

Awards: Pierre Berthier Education Abroad Scholarship based on academic merit (\$3,000) awarded. Tec de Monterrey soccer scholarship offered.

Volunteer experience: Staff at World's Hand in Chiapas, Mexico (3 weeks). Academic instructor at Huellas in San Luis Potosi, Mexico (1 month).



EDUCATION

2014 - 2019

ECONOMICS + MASTER OF MANAGEMENT DUAL DEGREE

at *University of British Columbia* (4th-Year)

📍 Vancouver, BC

↳ 8 months at *Universitat Pompeu Fabra*

📍 Barcelona, Spain

2011 - 2014

INTERNATIONAL BACCALAUREATE

at *Tec de Monterrey*

📍 Mexico City

INTERESTS



ABOUT ME

As a student-athlete, I truly believe that there is power in people who dream big and work hard together. As a photographer and filmmaker, I distinguish the impact of visuals in telling a story and creating emotion. As someone pursuing a profession in advertising, I recognize the significance of strategy and innovation. All these together make value-creation an attainable and worthy goal.



LANGUAGES

Spanish



English

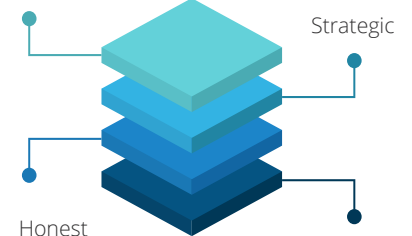


Portuguese



CORE VALUES

Innovative



Honest

Curious



TOP SKILLS

Adobe

- Premiere Pro
- InDesign
- Illustrator
- Lightroom

Microsoft

- Word
- Excel
- PowerPoint

Web

- Facebook & Instagram
- Adwords
- Data Studio