



# INÉS ZAMBONI

BRAND STRATEGIST &  
CREATIVE PROJECT MANAGER

📍 Mexico City · 46 years old

## PROFILE

With over 20 years of experience in communication, I specialize in the creative and strategic development of brands and content. I bring a strong capacity for problem-solving, concept development, and managing multidisciplinary teams. I no longer focus on graphic design execution, but on the strategic and intellectual framework behind communication: research, structure, brand values, and content.

## EDUCATION

- **Bachelor's Degree in Graphic Design and Communication**, Universidad de Guadalajara
- **ISO Process Certification**, Talleres Gráficos de México
- **Diploma in Brand Management**, UVM
- **Specialization Courses** (Domestika): Storytelling and Brand Values
- **Currently studying**: Social Media Management (EBAC)



## PROFESSIONAL EXPERIENCE

### PROJECT COORDINATOR

**Brava Querida · Jan 2022 – Jan 2025 · Mexico**

Led project development and client relationships. Defined creative briefs and supervised the full production pipeline.

### COMMUNICATION COORDINATOR

**Amamoslaesencia · Jan 2017 – 2021**

Collaborative communication agency coordinator.

### ENTREPRENEUR

**The WoWoW · Jan 2018 – Present · Mexico**

Created a fashion line for professional and original wardrobe styling by industry.

### DESIGN MANAGER

**Casa Cacau · Jun 2018 – Present**

Developed branding for a Mexican cacao bar based on the cultural value of the crop.

### ART & COMMUNICATION DIRECTOR

**Star Tree Tea · Jan 2013 – 2024**

Led communication strategy, achieving strong brand positioning and loyal market.

### STRATEGIC DESIGNER

**Vamos por el Cien · Hospital Infantil de México Federico Gómez · Jul 2013 – Apr 2021**

Developed a communication campaign on handwashing as a right and responsibility.

### PROJECT MANAGER

**Haiku · Mar 2012 – 2013**

Coordinated team processes and mentored junior creatives from concept to production.



PROJECT MANAGER

**Guadalajara International Film Festival · Jan 2007 – 2013**

Designed visual materials for the Industry and Maguey sections.

COORDINATOR

**Talleres Gráficos de México · May 2008 – May 2012**

Managed editorial and prepress production under ISO standards.

GRAPHIC DESIGNER

**Chroma Festival · 2000 – 2007**

Developed the visual identity for an audiovisual arts festival.

GRAPHIC DESIGNER

**Grupo Cinco (Monterrey) · 2010**

Worked on visual campaigns for national-level clients like CFE.

GRAPHIC DESIGNER

**Estrasol · 2008**

Front-end web design and user interface projects.