

Isabel Lira Liberona

Audiovisual Communicator · Communications, content & digital marketing

Valdivia, Chile · Remote (UTC-3) · +56 9 9462 8630 · isabell.lira@gmail.com · LinkedIn · Portfolio: isabellira.cl

PROFILE

Audiovisual communicator with 10+ years creating content, campaigns and brand identity for companies, organizations, and cultural and environmental projects. Today I design and produce the digital campaigns of the **Dimarsa** online store across homepage, email and social. Before that I led communications at **Liquen Austral**, where campaigns grew **followers and sales by 30%**, and the outreach of publicly funded socio-environmental projects. I bring strategy, design, video and copywriting together in one person.

EXPERIENCE

Web Designer · Dimarsa.cl

Mar 2024 – present

- Produce the online store's digital campaigns across every channel: homepage, email (Mailchimp) and social ads in 1:1, 4:5, 9:16 and 1.91:1.
- Create 6-second bumper ads and in-store screen videos in After Effects, in 16:9, 1:1 and 9:16.
- Adapt high-traffic campaigns such as **Cyber Day** to the brand, based on the official CCS toolkit.
- Create product images with **generative AI** (Magnific) and build campaign landing pages and microsites, such as Expo Hogar, in HTML for VTEX.

Communications & Marketing Lead · Liquen Austral

2020 – 2023

- Owned all brand communications: social media strategy, graphic and video content, and copywriting.
- Designed and ran digital marketing campaigns that grew **followers and sales by 30%**.
- Designed labels and packaging; managed the website and online store (WordPress / WooCommerce), Meta Ads, Google Ads, Mailchimp and SEO.

Project Coordinator · Cooperativa Valdivia sin Basura

2018 – 2022

- Led the outreach of publicly funded environmental education projects (Ministry of Health and Ministry of the Environment): graphic and video materials, social media and community communication.
- Coordinated workshops and outreach events with community organizations, health centers and schools.

Multimedia Communicator · Freelance (Lira y Valencia / Adaptocam)

2012 – present

- Video, photography and motion for organizations such as LABVA (Biopolimérica), ONG Proyecto Simbiosis and the Academia Universitaria Austral de Áreas Protegidas.
- Social media content for Cleta Compostera and for "Circuito Cultural Huella Isla Teja", a project funded by FONDART (Chile's national arts fund).
- Event photography and video, post-production and motion graphics.

SKILLS & TOOLS

Communications Content strategy, social media, copywriting, PR, events

Digital marketing Meta Ads / Business Manager, Google Ads, Mailchimp, SEO

Design Photoshop, Illustrator, InDesign, Figma, generative AI (Magnific)

Audiovisual Photo and video, Premiere, After Effects, Lightroom, Cinema 4D

Web VTEX, WordPress / WooCommerce, HTML/CSS

Management ClickUp, Trello, Notion, public funding

EDUCATION & LANGUAGES

Audiovisual Communication (professional degree) · DUOC UC, Chile

2004 – 2007

Diploma in Cultural Management · Universidad Santo Tomás

2019

Science communication scriptwriting (165 h) and **nature filmmaking** (52 h) · Trásfoco / m30m

2018

Advanced Post-production & 3D Compositing · Escuela Núcleo

2020 – 2022

Languages · Spanish (native) · English (advanced, C1)