

# Eduardo Zelada Cifuentes

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## Profile

I am a graphic designer and entrepreneur with a strong background in advertising, editorial design, photography, and international trade. Over the years, I have worked across various industries while successfully managing my own businesses—one of which is directly involved in imports and exports between Europe and Guatemala. Through this experience, I have developed a solid understanding of logistics procedures, international trade terms, and cargo operations.

Self-motivated and goal-oriented, I thrive in dynamic and high-pressure environments. My entrepreneurial journey has taught me the value of consistency, clear communication, and strong interpersonal relationships. These principles guide both my work ethic and my approach to team management. I believe that a productive workplace is built on mutual respect, reliability, and a shared commitment to excellence.

## Certifications

Licenciatura de Diseñador gráfico en comunicación y publicidad. Universidad del Istmo, Guatemala Editorial Design and Media Marketing	Jan 2014 – Dec 2018
Negociación: arte y ciencia IPADE Business School, Mexico Negotiation in sales and organizations	Jan 2022 – Oct 2022
Ceramic Technician on Glazes Colorobbia S.P.A, Montelupo Fiorentino	Jul 2019 – Dec 2019

## Experience

Marketing Assistant Fusion 360, Guatemala Marketing assistant - in charge of 5 pollsters, mystery shopper, and tele-marketing	Jan 2012 – Dec 2012
Junior Graphic Designer Impact, Guatemala Brand management for fast food restaurants, beverage companies, and telecommunication industries. In charge of media marketing and media campaigns.	Sep 2016 – Sep 2017
Sales and Imports Consultores en Cerámica S.A., Guatemala I have gained valuable experience through my entrepreneurial ventures within a family office, where I was involved in managing and overseeing various business activities. Additionally, I worked as a Sales Executive for multiple entrepreneurs in the ceramic industry, where I was responsible for driving sales and building relationships	Jan 2018 – Dec 2024

## Personal Data

Date of birth  
April 9, 1994

Nationality  
Guatemalan

Civil status  
Single

## Skills

Adobe CC Suite  


Digital Marketing  


Negotiation  


Team Work  


Microsoft 365  


HTML 5  


## Idioms

English C1  


Italian A2  


## Hobbies

- Rubiks Puzzles
- Fotografía
- Lectura

with key clients. In this role, I managed the imports and exports of a diverse range of products, both locally manufactured in Guatemala and sourced from international markets. My responsibilities included overseeing logistics, negotiating terms, and ensuring smooth operations between suppliers, manufacturers, and customers.

**Marketing and admissions**

Mar 2025 - Present

APDE Colegios, Guatemala

Working as internal communication manager, brand manager, and media manager in a A+ segment school. In charge of acquiring new families and students for the project.

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## Internships

**In House Graphic Designer**

Apr 2015 - Sep 2016

AGEXPORT, Guatemala

I was a trainee at AGEXPORT, the Guatemalan Association of Exporters, one of the country's most prominent organizations in the export sector and one of the largest employers in Guatemala. During my time there, I worked on editorial design and brand management for several internal committees.

**In House Graphic Designer**

Sep 2017 - Jan 2018

Universidad del Istmo, Guatemala

I was a trainee at my own university due to a program we were developing internally with one of my professors. It was non remunerated, we developed an internal agency for students to expose their ideas and creativity, helping the establishment to organize and execute different activities.