



Néstor Celaya

Currently:
Lead, Trade Marketing LATAM & Caribbean
in Royal Caribbean International

Experience:
More than 7 years of experience in
graphic arts and marketing specialist.

*If you click the **blue words** you will see an example 😊

OBJECTIVE:

Create and deliver successful communications through digital, printed or any format to the target or specific public with **amazing visual materials**.

I'm a 360° person, I love new challenges and adapt myself to be the best in every task in my career.

Looking forward to achieve a lot of goals with the company as a team, and for me in a great way, also **have new goals** every year in a personal and labor way.

If you click, you will see an example of my skills in editing video and music mixer **BTW**, I won the first place with **this project**.

MORE

DESIGN SKILLS:

As a designer, I have a **complete knowledge** and management of these design tools:



Develop and creation from zero:

- **Videos**, flyers
- **Presentations**, guidelines, toolkits
- Merchandising
- Social Media **Content**
- **Renders**
- BTL + ATL materials
- POPs
- Voice Record and more

Here is part of my booking with a lot of designs in my first job with **Adidas** and with **Royal Caribbean**.

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MARKETING SKILLS:

Management, presentation and communication of **international and regional** campaigns of the brand developing the strategy to communicate and create an impact to all in a perfect way.

Examples: **#SoyAgenteRoyal**, **Casino Royale 21**, **Royal Cash**, and **I'm the host of our Royal Webinars**

Develop new initiatives for internal sales **team and trade**, giving **new** ways and perspectives to increase sales and new ways to communicate the products, amenities and more with their clients.

This landing contains a lot (not all) of my designs and campaigns created for the **TRADE**.

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EXTRA:

I've requested by **AVPs** of the company as **Sean Treacy**, **Bert Hernandez** and **Angie Stephen** to create their presentations and **some important news**.

I have won **2 years** in a row "Employee of the Year":

- Circle of Excellence 2022
- The Bridge 2023

And **best initiative of LACAR**:

- Int Sales Conference 2024

Also, I develop the role of MC (Master of Ceremony) for our most important events in LATAM & Caribbean.

You can see the **branding created** and my role as MC in our last biggest event for **LACAR**.

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