

# Colombia Jobs Expertini®

## Remote Brand Specialist

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Company: Design Pickle

Location: Colombia

Category: business-and-financial-operations

### About Design Pickle

Design Pickle is a global creative services company providing thousands of businesses with unlimited, high-quality design and illustration work at a flat rate. Founded in Scottsdale, Arizona, Design Pickle was created to deliver reliable, affordable, and scalable creative content to any business.

### Our Core Values

#### Be the SPARK

Let your fire and passion inspire someone else's day.

#### DRIVE Performance

Seek out new ways to improve performance, satisfaction, and impact for our customers. Less is more rules supreme.

#### Give it to me STRAIGHT

Lead with radical and professional candor in every situation. Graciously accept when others do the same. Move forward together and aligned.

#### HELP when nobody's watching

Find opportunities to support each other and our clients beyond the day-to-day.

#### Lean into HARD

We thoughtfully select our challenges and tenaciously commit to conquering them.

#### Make your own PICKLES

We are a collection of incredible individuals who challenge ourselves and each other to grow.

Change is celebrated as a sign of progress.

## **The Role**

### **Overview**

The Brand Specialist plays a crucial role in upholding our client's brand integrity and overall creative strategy. Your main focus will be ensuring that all design projects meet our client's unique brand standards and our high creative benchmarks. While you won't be generating new content, you'll need a keen understanding of design principles and the ability to adapt brand guidelines for various regional and local applications.

**Work Hours:** 9:00 AM - 1:00 PM MST

### **Scope of Work:**

**Daily Collaboration:** Engages daily with Customers, Team Coordinators, Quality Specialists, and Creatives.

**Client Communication:** Engage directly with Design Pickle's customers to comprehend their unique requests, set appropriate delivery expectations, and provide individualized and exceptional graphic designs.

**Collaborative Quality Assurance:** Collaborate closely with the Team Coordinator, Quality Specialists, and other applicable teams to ensure design quality adheres to brand guidelines.

**Creation of Visual Content:** Work closely with the production team to craft visually engaging designs for various platforms including social media, websites, and digital channels.

**Graphic Editing and Creation:** Transform raw visual assets into polished, high-quality designs aligned with brand guidelines and client messaging

**Asset Management:** Organize and maintain custom illustration assets efficiently for seamless workflow and future reference.

**Skill Enhancement:** Stay updated with the latest design software and techniques to ensure the highest quality output.

Additional service requirements as needed by the client.

## **Ideal Profile**

Robust conceptual, graphic design, type, and page layout skills for projects ranging from print to interactive to broadcast.

Exceptional eye for detail and a deep understanding of the technical aspects of branding.

Excellent communication skills, with an ability to clearly explain brand guidelines and their reasons.

Practical understanding of Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, and Acrobat.

Practical understanding of Canva, Figma, Microsoft PowerPoint, and Google Slides.

Proficient in organizing and comprehending project requirements, even when they may not be well-defined.

Strong organizational and time-management skills and the ability to prioritize tasks and meet deadlines to ensure timely delivery of high-quality work.

Decision-making, negotiation, and forward-thinking skills.

## **What's on Offer?**

100% remote work

Consistent payout schedule

Adobe CC subscription

Diverse creative community

Amazing culture guided by our Core Values

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