

Cibele Creates

Music, Art & Design

email: cibme@icloud.com
instagram: @cibelecreates
web/portfolio: cibelegroups.co.uk
blog: humankintsugi.co.uk



Curriculum Vitae

Personal Details

Full Name: Ms Cibele Ponces Alvarenga

Nationality: British / Brazilian / Portuguese

Fully Conversant with: Latest Adobe Package, Quark Xpress, Corel Draw, Dreamweaver MX, Flash MX, Wix, Prezi, Windows applications

► Career History

► Date: 07/2019 to Present

Position: Self-employed/Freelance

Employer: CibeleCreates; Music, Art & Design

Role: With over 20+ years of design experience, 6yrs+ of singing and lyric writing and 20+ years of Art, all self-employed work undertaken to date have crossed mediums for a well rounded approach across mediums.

Key projects:

- JBird creative set and theatre design and construct Corporate ID & Linocut logo
- K&M Autocentre new illustrated logo/branding
- MLC Music Corporate 24pg Brochure & infographics
- Web banners for Headstock Distribution & H,H, Electronics
- **Art:** Breast Cancer logo, 100% Woman, created with a means to create merchandise, raise awareness and 15% donated to Breast Cancer Now (ongoing)
- **Music:** Trading under Cibele as a Singer Songwriter in Nottingham performing her own songs and covers at various local, creator of Back on my Feet *Bandcamp*: <https://38nottinghammusicians.bandcamp.com/track/back-on-my-feet>

► Date: 05/2002 to 10/2020

Position: Senior Graphic Designer - Marketing Co-ordinator

Employer: CIE-Group Ltd

Role: Employed as a self-starter within the busy marketing department of CIE-Group, a company who specialise in representing, distributing and marketing Audio, Visual and Lighting products for a range of international manufacturers. Responsible for taking a project through from concept to production. Organise and manage all out-house print work, photoshoots & exhibitions. Monitor and control projects within their target deadlines.

Key projects:

- Full Campaign for FREE Training Academies on Contacta, FBT and CYP product range: Create Prezi presentations for inhouse and outhouse training of customers on various product lines within the company as well as create online and printed campaigns to market the courses.
- HowtoAV.tv Youtube tv channel for CIE to showcase product-lines and create brand awareness. Logo was created for the channel along with graphics as covers & to be used in the videos.
- Liaise with the external sales team to create supportive campaigns and marketing material where required for promoting new product lines.
- Brochures undertaken for the companies various product lines include CYP, FBT, Inter-M, Chiayo, Akuvox Armstrong, Soundfield, HowtoAV.tv, Connec2, 2N, Contacta and several other manufacturers and several corporate brochures for CIE-Group.
- Chauvet International, Pro-Lighting: Conceived, designed and produced the corporate website, 3 annual product catalogues and various other marketing literature. The website incorporated Flash animation and quicktime movies. The target market for Chauvet products are the fashionable DJ/Nightclub scenes which is reflected in the ever-changing design.
- Alex Kinnear, jazz singer, as part of a CIE corporate sponsorship arrangement I designed and produced her website which promotes Alex's music and related CIE products.
- PLASA Lighting and Sound Exhibition, Earls Court, London: Designed & planned the graphic media and layout of the CIE exhibition stand.
- CIE-Components: Created from scratch the division's identity and marketing media strategy.

► Date: 13/2000 to 05/2002

Position: Self-employed

Employers: Cibele Alvarenga

Clients: Several, such as Paul Berry, Martyn Feneley Design Associates, Kevin Collins Design, Oxford University Press, Educational Software Products

Role: Examples of projects undertaken include: English Language Teaching workbooks for adults, corporate identities for a variety of businesses, the invitation booklet for the 2001 Fashion & Textiles exhibition (University of Nottingham), the Oxford University Press in-house ON-TRACK software interface design and catalogues, brochures & marketing products for businesses such as Hallmark greeting cards & Educational Software Products (ESP).

► Date: 11/97 to 06/00

Position: Designer

Employer: Oxford University Press

Role: Working within the English Language Teaching Division as part of a multi-disciplinary publishing team. Responsible for creating the designs for a new series of books entitled 'Explore'. This included four colour Student's books, B/W Workbook's, Teachers books and Teacher's resource packs at four different learning levels. Dealing directly with project editors in all aspects of the books appearance and design continuity. Choosing appropriate artwork for the various component levels both illustrated and photographic. Supervising the graphic elements on all commissioned photoshoots. Creating facsimile's and digitally enhanced art work using Photoshop and Illustrator.

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► Education:

Date: 09/1994 to 05/1997

College: London College of Printing & Distributive Trades

Qualifications: BA(Hons) Degree in Graphics and Media Design, Qualified Member of the Licentiate Society of Typographic Designers (LSTD)

Date: 09/1993 to 06/1994

College: Chelsea College of Art

Qualifications: Foundation Course

Date: 09/1992 to 03/1993

College: Richmond College

Qualifications: Photography levels 1 and 2, Drawing, Life Drawing

Date: 09/1990 to 06/1992

Secondary School: American School in London

Qualification: SAT and TOEFL

► Personal Profile:

- Clean drivers license
- Languages: fluent English, Portuguese and Spanish (basic conversational skills in French and Italian)
- I am a trained First Aider and have received training in project management, presentation skills & SEO Marketing
- Current interests involve linocut print, running, ceramics, yoga and currently a1st Dan in Wado-Ryu karate.
- Between 2000 and 2001 I backpacked & travelled extensively in Mexico, Africa and Thailand.
- Two of my best achievements to date:

The first, banding together 37 other Nottingham musicians to create a charity single to help the our homeless. All proceeds, still active, go to Framework & Emmanuel House. 38 Nottingham Musicians (38NM) squeezed into The Bodega music venue in Nottingham for the launch on the 22nd June 2018. Lyrics created from speaking to the homeless which meant staying as true to their words as possible, spoken word highlights the statistics of homelessness in Nottingham and the East Midlands while the rap (yes all these written by myself) portrays the true social issues and troubles our homeless undergo. Likewise, I created the tune and fully managed the project and publicity while each musician added their style and flair and Mr Rob Rosa composed the classical instrumentation. The song is still for sale:
Bancamp: <https://38nottinghammusicians.bandcamp.com/track/back-on-my-feet>

The second, is the completion of the Three Peaks Challenge 2000. This involved climbing the three highest peaks on the UK mainland within 24 hours to raise funds for the charity, 'Children's Aid Direct'.