

Jel Pamela Pagulong

Graphic Designer | Brand & Marketing Design

+63 928 218 8556

jelpamela1@gmail.com

Portfolio: [behance.net/jelpamela](https://www.behance.net/jelpamela) · germangrammarcompass.com

Professional Experience

Graphic Designer & Marketing Support

ScriptSourcing – Baltimore, MD (Remote)

January 2021 – July 2026

- Served as the dedicated designer for a US pharmacy benefits company, producing marketing, sales and internal materials.
 - Designed 2,500+ social media posts, two every business day for almost five years, including the CEO's quote graphics, created directly with leadership.
 - Designed executive presentations, including the 340B Program and Data Acquisition decks, case studies and an executive renewal review for a client that went on to renew, turning dense pricing and eligibility data into clear layouts.
 - Designed 15+ issues of the quarterly employee newsletter, organizing company news through clear typography and hierarchy.
 - Produced sales flyers, co-branded campaign collaterals, business cards, member forms and animated social graphics for the sales and member services teams.
 - Built reusable, editable templates that saved the team time, and delivered fast, often same-day turnarounds on urgent requests.
 - Led company branding, including the logo redesign and logo variations, keeping typography, color and imagery consistent across print and digital.
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Freelance Graphic Designer

Upwork – Remote

November 2020 – Present

- Earned Top Rated Plus status and a 100% Job Success Score across 33 jobs and 7,000+ hours, with \$100K+ in total earnings.
 - Design social media graphics, flyers, email and web banners, presentations and print materials for international clients, mostly in the US.
 - Designed a coordinated set of three commercial property flyers, combining photography, property details and contact information in one shared layout system.
 - Created event materials for an 8th annual charity golf tournament, pull-up banners for a cheer and dance program, and three book covers for independent authors.
 - Designed a LinkedIn banner and brand assets for a consulting firm, delivered as editable Canva files.
 - Adapt every layout to client brand guidelines and deliver clean, editable Adobe and Canva files on deadline.
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Creator & Designer

German Grammar Compass – Personal project, germangrammarcompass.com

2026 – Present

- Designed and launched a free German grammar web app with 60 lessons, 600 quiz questions and 11 cheat sheets (A1–A2, with B2 in progress), reaching 6,500+ pageviews and 4,550+ visits in its first month (Cloudflare Analytics).
- Built the visual identity, brand guidelines and a color code for the four German cases from scratch, applied across every lesson and social post.

- Designed a mobile-first website with light and dark themes that installs like an app and works offline, built with AI-assisted development.
 - Marketed the site independently: started four social channels from zero, planned a content calendar, and created posts and quiz videos with AI tools from an original brief, question bank and brand system.
 - Got lessons indexed by Google within two days of launch, with top traffic from the US, Philippines and Germany.
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Infographic Designer

Association of Southeast Asian Nations (ASEAN)

August 2019

- Designed a promotional poster explaining what ASEAN is, how it works, and its benefits for citizens of member states.
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Campaign Facilitator

World Vision – Campaign against Online Sexual Exploitation of Children (OSEC)

February 2019

- Taught children in partner schools about their rights, online safety and how to report abuse, after completing World Vision's child protection training.
 - Prepared session materials and visual aids, and coordinated school visits with the campaign team and teachers.
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Student Publications

Literary and Editorial Writer – Today's Carolinian, University of San Carlos · *August 2018 – December 2020*

Editorial and Literary Head – The Petroglyphs, San Pedro College · *September 2016 – May 2018*

Head Layout Editor & Publication Designer – The Sci-Corder and Ang Lamdag, Tandag National Science High School · *June 2014 – March 2016*

Competed at the Davao City (Editorial Writing), DepEd District and Regional Schools Press Conferences.

Education

AB Political Science, International Relations and Foreign Service

University of San Carlos – Cebu City, Philippines

2018 – 2022

Proficiencies

- Adobe Illustrator, Photoshop and InDesign
 - Canva, including editable brand templates
 - Presentation, print and social media design
 - Social media content creation, content calendars and marketing strategy
 - AI-assisted design, video and web development with Claude Code and Codex
 - English (fluent)
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Certifications

- Graphic Design Foundations: Layout and Composition – LinkedIn Learning, January 2022
- Layout and Composition: Marketing Material/Collateral – LinkedIn Learning, December 2021
- Upwork Skill Certification: Graphic Design – Upwork, March 2021
- Designing a Presentation – LinkedIn Learning, December 2020