



ACCOMPLISHMENT PROFILE

A professional and highly motivated individual... Highly creative and multi-talented Web and Graphic Designer with a technical background, and experience in multimedia and print design. Self-disciplined to perform freelance work outside of normal business hours for charity work. Developed brand and corporate identities, websites, and advertisements for clients in the transportation, real estate, construction, fitness, and many other companies and industries. Created and managed Content Management Systems, i.e. WordPress and Squarespace. Ability to apply creativity, combining human-computer virtual interactions. Possesses proven and well-demonstrated abilities to communicate an effective message through visual and virtual communications. Exceptional interpersonal skills with clients, the general public, senior management, and co-workers. Also, mentored and trained junior team associates. Excel in providing team solutions and brainstorming. Well-developed communication abilities and adaptable to various situations, depending on the needs and deadlines of the project. Remain current with industry standards through the course of refresher training.

EDUCATION

Digital Marketing & E-commerce Certificate (Google)

Google, 2022

Bachelor of Science Degree: Web Design

Platt College, San Diego CA, 2014

Associate of Applied Science Degree: Graphic Design

Platt College, San Diego CA, 2013

SKILLS

DESIGN TOOLS

Photoshop
InDesign
Illustrator
Premiere Pro
Microsoft Programs
Digital Publisher
Google Programs

WEB

HTML 5
CSS 3
Hubspot
Java-script
Responsive Web Design
PHP & MSQl
WordPress
Squarespace

MARKETING

E-mail Blasts
Brand Development
Trade Shows
Social Media
Social Media ads
Blog Management
Market Research
Manage Financial Goals

PRINT

Listing presentations
Brochures & Newsletters
Branding
Stationary
Maps
Menus
Monthly Advertisements

FREELANCE (CREATIVE) EXPERIENCE

Coronado Soroptimist

www.coronadosoroptimist.org

Built and maintained the website to the client's specifications. Assists with photo editing, user experience, SEO, landing pages and responsive design.

Gerri-Lynn Fives & Gail Donahue

www.coronadosoroptimist.org

Branding, created company flyers, developed brochures, and designed billboards for two real estate agents. Developed future stationary.

Author: Joyce Chapman

www.joycechapman.com

Built and maintained the website to the client's specifications. Assists with user experience, SEO, landing pages and responsive design.

PROFESSIONAL EXPERIENCE

Bach Party Group Inc.

Marketing Director | December 2022-Current

Developed and implemented a comprehensive marketing strategy to increase brand awareness and drive customer acquisition. Planned and executed multi-channel marketing campaigns, including digital marketing, social media, email marketing, content marketing, and offline advertising. Developed and managed partnerships and collaborations to enhance brand visibility. Led and mentored a team, fostering a collaborative and creative work environment. Developed and managed the marketing budget, ensuring efficient allocation of resources. Set key performance indicators (KPIs) for marketing activities and tracked progress against goals.

Ace Relocation Systems, Inc.

Marketing Manager | June 2020-September 2022

Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry campaigns, resulting in new leads. Designed and developed 3+ new company internal websites including the main Ace Relocation website. Managed a team of 2 full-time marketing associates, and initiated a summer internship program. Tracked email and social campaigns, and determined opportunities to optimize SEO, design, and content. Created 300+ marketing materials, including branding documents (business cards, flyers, trade show backdrops, etc.), case studies, and presentations. Collaborated with CFO to build marketing content calendars and budget, coming under budget for 89% of all projects.

Pacific Sotheby's International Realty

Digital Marketing Manager | August 2016-June 2020

Responsible for translating business strategy, and analysis into real estate agent-facing products both onsite and remotely. Established requirements of the company's digital marketing platforms while using digital marketing and social media to improve the effectiveness in marketing the sale of homes. Monitored and updated agent websites company-wide. Collaborated directly with marketing teams, both internal and external, on marketing project plans; while providing guidance and support, and mentoring my teammates. Trained marketing coordinators on the benefits and use of digital platforms to enhance and improve business needs. Utilized web analytics software to understand and track traffic sources, user behaviors, and conversion.

Kennedy Publishing Company

Web Developer/Graphic Designer | March 2015-July 2016

Website Designer who is responsible for the coding, innovative design, and layout of all contracted websites, while utilizing Graphic Design. Responsible for building websites from concept to implementation through completion and execution. Managed over 100 websites and marketing that included social media platforms and digital publishing with distribution to over 23,000 Coronado residents/ businesses. Created all aspects of websites, from the home page to site layout and functionality. Develops and establishes new CMS systems via WordPress