

creative background

Catalina Home

October 2015 to Present

Marketing & Creative Director

Santa Fe Springs, CA

- Managed 2 designers in the Marketing and Creative department, independently managed the IT department, provided support to Sales and executive managers for a multi branded company.
- Restructured company brands, logo, websites, product packaging and print marketing materials.
- Designed and managed 8 responsive websites, over 20 social media accounts, and email campaigns with Constant Contact and Hubspot (CRM and marketing automation).
- Developed integration of Salesforce, Hubspot and managed the project management tool (Trello).
- Dealt directly with over 12 print vendors, financial budgets and forecasting projections, press checks, photography shoots, videography drone flights and IT support.

PreGra Artificial Grass

September 2014 to March 2015

Senior Graphic & Web Designer

Santa Fe Springs, CA

- Managed 3-4 interns of the Creative and Marketing department of a synthetic turf company.
- Redesigned brands, logo concepts, packaging design, apparel and collateral prints.
- Projected estimated budget, managed online promotional campaigns, email blasts, created display racks and designed all brand style guides.
- Negotiated vendor contracts, press checks, deadlines, IT troubleshooting and also maintained all promotional company apparel and merchandising brands.

Ventura Foods, LLC

January 2006 to March 2014

Graphic Designer

Brea, CA

- Redesigned and managed over 5k art files in DAM – digital asset manager.
- Coordinated with multiple packaging and printing vendors and customers to ensure corrugated box, tubs, lids, parchments and packages are press ready and approved.
- Cataloging art files, rendering files and provide final art approval from concept to final product.
- Implemented food regulation design requirements for packaging and labels for temperature conditions at manufacturing facility and retail display.

California Quake LLC

November 2007 to December 2015

President, Operations Manager

Los Angeles, CA

- Designed brand team identity, apparel, marketing initiatives and public fan base awareness.
- Organized and operated football team fundraising, community and social appearance events
- Managed an annual budget of \$50k acquiring supporters and monetary sponsors.
- Coordinated the operational day-to-day functions of running a football organization such as games, travel arrangements, seasonal training schedule. and recruitment camps.
- Supervised 20 or more volunteer staff members, interns, and 50 or more football players.
- Negotiated contracts, facility agreements, city permits, recreational partnership grants and sponsorship agreements.
- Facilitated and hosted youth and women empowerment events within the community, partnered with non-profit organizations and encouraged the community about health awareness.

Vivo Designs (formerly Cat ProductionZ)

January 1998 to Present

Creative Graphic & Web Designer

California

- Designed marketing collaterals, websites, promotional campaigns and social media management.
- Developed and designed corporate identity, logo concept, branding and style guides.
- Collaborated with vendors on bids for sports uniform, embroidery, screen screening, and other unique and special promotional projects.

Apperson Print Management Services

January 2003 to January 2006

Marketing Coordinator & Graphic & Web Designer

Los Angeles, CA

- Maintained and calculated general expense reports, marketing campaigns and company events.
- Designed mailings campaigns with MailChimp, trade publication ads, animated Flash and/or PowerPoint presentations, marketing materials, mailers and corporate identity.
- Redesigned corporate company website, designed 3 individual company sub-division websites and designed and programmed launch pages for live inventory customer sites.
- Promoted from Marketing Coordinator to Graphic & Web Designer a year within the company.



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education

Claremont Graduate University,
Sotheby's Institute of Art
Claremont, CA
Expected May 2020

Masters of Arts Arts Management

San Francisco State University
San Francisco, CA
August 2001

Bachelor of Arts Graphic Design & Communication

skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Acrobat
Final Cut Pro
Website Design
Wordpress
Social Media Marketing
HTML, ASP, CSS & PHP
SEO & Analytical knowledge
Microsoft Office Suite
Salesforce / CRM Integration
Hubspot (CRM/Marketing Automation)
AS400
Smartsheets
Trello
Google Apps
Pre Press knowledge
PC and Mac Computer Literate
Drone Flight Video

Salary minimum \$75k