

# 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.
- Developed the infrastructure of Salesforce and managed the project management tool (Trello).
- Dealt directly with over 12 print vendors, financial budgets, 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  
Website Design  
Wordpress  
Social Media Marketing  
HTML, ASP, CSS & PHP  
SEO & Analytical knowledge  
Microsoft Office Suite  
Salesforce / CRM Integration  
AS400  
Smartsheets  
Trello  
Google Apps  
Pre Press knowledge  
PC and Mac Computer Literate  
Drone Flight Video