

Objective

Plan, analyze and execute visual communications solutions for print, web, and broadcast media.

Work Experience

DIGITAL ART DIRECTOR | [Inman Productions](#) Fontana (Jan 2007 – present)

- Create sales and brand opportunities for a group of multi-talented business owners for approximately 20 varying clients in the greater Los Angeles area
- Responsible for various forms of print and interactive projects, ranging from large brochures, business cards, direct mail, logos, magazine advertisements, product information sheets, trade show material, websites, and presentations.

MANAGER, CREATIVE SOLUTIONS | [ETS](#) San Bern. (Aug 2006 – April 2008)

- Communicate legal and branding issues with ETS Brand & Legal department
- Work directly with editorial lead and graphic artists to synchronize projects.
- Work closely with editors, content writers, account managers, web developers, and marketing specialists to communicate corporate messages.
- Schedule and manage visual communications projects: charts, illustrations, business forms, and multi-page layouts for print literature and web site.
- Review composition and pagination to ensure accuracy and consistency with style guide, and coordinate assembly with printers and/or projects team.

TECHNICAL COPY EDITOR | [ETS](#) San Bern. (Aug 2005 – Aug 2006)

- Copy-edited print products, sales/marketing literature, presentation material.
- PROMOTED

MARCOM SPECIALIST | [SOYO](#) Headquarters (Oct 2003 – Aug 2005)

- Responsible for following [investor relations](#) schedule, write [press releases](#).
- Implemented promotional programs with distribution and reseller partners.
- Monitored site traffic, conducted readership research projects, and recommended changes to product launch strategy.
- Designed die-cut box and graphics for retail packaging and point-of-sales materials.
- Creatives for magazine advertisements, direct mail, sales support literature, corporate forms, print ads, web images, and trade show graphics, directing photo shoots or stock photography, as necessary.
- Edited presentation material for retail channel sales (CompUSA, Fry's Electronics, Best Buy, Wal-Mart, NewEgg.com)

BUSINESS MANAGER | [Highlander](#) Newspaper (May 2001 – May 2003)

- Motivate sales, survey readership, train representative, and evaluate accounts
- Manage a department of 30 with a budget of \$211,000.
- Monitor accounts receivables, credit deposits, integration, tracking, and tearsheets.
- Assistant for one year – increased sales by 30% in one year

ASST. DIR. OF MARKETING | [ASPB](#) Program Board (May 2002 – June 2003)

- Creatives for concert promotions, cultural events, comedians: handbills, posters, apparel, website, promotional giveaways
- Responsible for operating in conjunction with annual program budget of \$480,000
- Formulate short-term campaigns: imagery, distribution, budget approvals
- Served as contact point for printers, screeners, web hosts, performance artists

Education

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Bachelor of Science, Business Administration – Cum Laude, 2003

RELEVANT TRADESHOWS & WORKSHOPS

Society of News Design Conference SND (Las Vegas, CA – 2002, Consumer Electronics Show - International CES (Las Vegas, NV – 2003 thru 2005), NAPP Photoshop® Creativity Tour (Los Angeles, 2006)

RELEVANT COURSEWORK

Corporate Finance and Investment, Politics and Economic Policy, Production & Operations Management, Anthropological Research Methods, Electronic Marketing, Global Marketing, Language Structure and Linguistics

Relevant Skills

behavioral targeting, site stickiness, analytics, engagement metrics, globalization, mobile marketing, branding integration, principles of digital versus traditional art, copywriting, graphic design, deadline-oriented, B2B communications, attention to detail

Professional Associations

NAPP (National Association of Photoshop Professionals), MediaPost, DeviantART

Professional References

Upon request