

Professional Summary

Creative Graphic Artist and Designer with a talent for developing unique custom artwork. Innovative approach to idea and concept development. Offering 10 years of expertise overseeing individual projects, recruiting efforts and brand development collections. Excellent bilingual communicator, problem solver and detail-oriented manager proficient in business operations and customer needs and satisfaction.

Skills

- Creative Design Layouts
- Digital Graphics Creation
- Web Design
- Website maintenance
- Social media marketing
- Online marketing integration
- Video Editing
- Budgeting and Allocation
- Product development
- Brand development
- Staff Management
- Global recruitment
- Full-cycle recruiting
- Candidate pipeline management
- Logo design
- Illustration
- Adobe Creative Suite
- Recruitment strategies

Work History

Designer, 10/2019 to Current

Vsa Partners – Chicago, IL

- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences
- Designed website layouts, templates and unique branded looks.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Created digital image files for use in digital and traditional printing methods.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Completed in-depth product design tests with help of different software, models and design systems.
- Developed display, marketing and packaging materials to support product branding strategies.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Designed creative digital displays used in on-line advertising for local businesses.
- Put together videos for social media, advertising and informational purposes.
- Empower customers to make informed decisions by educating on product and service offerings and current industry trends.
- Collected and analyzed KPI information to track trends and make proactive changes to business operations plans.

Marketing & Performance Manager, 05/2017 to 01/2020

Lend Lease Group – Princeton, NJ

- Lead all marketing efforts, including complete creation of company website, creation of print materials, and improved presence at events, resulting in an increase in inquiries from prospective clients
- Develop company’s first pro-active social media presence, strengthening connections with community of clients, colleagues, and referral sources
- Coordinate all employee events, community involvement events, press releases, and marketing campaigns
- Led the re-branding of the company, including the re-design of the company logo, homepage, online product pages, presentations, product collateral, and tradeshow materials Develop marketing plan and singularly executed individual campaigns through content creation, and design, and publishing

Partner/Executive Recruiter, 05/2015 to 05/2017

Joseph Chris Partners – City, STATE

- Conduct full life cycle recruiting including sourcing, phone screens, face to face interviews, selection, compensation negotiations, pre-employment screens and on-boarding activities for all executive level positions
- Source and maintain a consistent pipeline of qualified opportunities and properly vetted professional candidates for the Joseph Chris Partners direct-hire division by continuously cultivating relationships with senior management and executive level contacts
- Actively network and recruit within the real estate, construction, and development industries
- Assisted our Division Director in the training, mentoring, and professional development of new Executive Recruiters
- Develop business relationships with decision makers across all sectors of Real Estate and Construction from Start-Up companies to Fortune 500 corporations
- Attend client meetings and execute sales presentations tailored to the client’s specific business need
- Negotiate service agreements, including fees, payment terms, guarantee periods, and other considerations
- Top Producer of the Month- April 2016
- Top Producer of the Month- November 2016
- Exceeded Sales Quota- 2rd Quarter June 2016
- Exceeded Sales Quota- 3rd Quarter September 2016
- Employee of the Quarter- 1st Quarter February 2017

Development Director, 05/2012 to 01/2014

Texas Can Academies – City, STATE

- Raised over \$228,000 through grant writing for both Houston campuses
- Increased fundraising donations by 77%.
- Maintained highly intensive schedule of visiting with potential donors and delivering compelling presentations and comprehensive fundraising proposals.
- Cultivated relationships with community, business and local civic leaders in order to draw attention to [Texas Can Academies](#) and bring in new donors and volunteers.

Education

Bachelor’s Degree: Business Administration, 2018

University of Houston - Houston, Texas

Affiliations

Member, Houston Greater Partnership (GHP) Women’s Leadership Committee K-12 Education Committee State Relations Committee Member, Houston Hispanic Chamber of Commerce Volunteer, Habitat for Humanity Volunteer, Houston Food Bank Member, Leukemia & Lymphoma Society, Houston Chapter (LLS) Raised over \$87,000 through Light the Night’s annual fundraising walk since 2009