



BRENDA ORDAZ

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714.906.6309

EDUCATION

Graduated 2011 - Woodbury University, Burbank, CA

B.F.A. Graphic Design / Minor Fashion Design

EXPERIENCE

Digital Designer

BLKBX Creative Group

Hollywood, CA July 2016 - Present

- Ideate and execute creative, visual design concepts across digital platforms, including Web, mobile, and social campaigns.
- Refine design concepts into complete, functional design solutions that integrate new platform capabilities to maximize impact.
- Design on-brand social media and digital marketing content and evolve and refine creative by researching new trends, techniques, and adapting to client feedback and consumer response.
- Brainstorm, concept, and collaborate on pitches for television, theatrical, and brand campaigns.

In-House Graphic Designer/Coordinator Creative Services

Paramount Pictures Worldwide Marketing Partnerships & Consumer Products

Hollywood, CA January 2013 - July 2016

- Design and stylize creative style guides for tentpole films such as *Anchorman 2: The Legend Continues*, *Teenage Mutant Ninja Turtles*, and *Mission: Impossible-Rogue Nation*
- Construct sales presentations for top tier partners/licensees, filmmakers and film studio executives.
- Design sales materials for both international and domestic promotional partners including print ads, digital banners, point-of-sale, packaged goods, and posters.
- Work directly with the licensing and consumer products team to create film-related products, including custom designs packaging and retail POS.
- Collaborate with vendors to develop promotional giveaways materials
- Provide creative direction on product development process for multiple international and domestic licensees in order to maintain the brand and integrity of the studio in the marketplace.
- Collaborate with sales team to pitch upcoming films to potential partners, generating promotional idea and designing presentation materials
- Oversee creative direction for partner campaigns across multiple platforms including print, television, and social media

Associate Graphic Designer

Outlook Newspapers

La Cañada Flintridge, CA February 2012 - January 2013

- Oversaw day-to-day operations of in-house newspaper development for both City of Pasadena and La Cañada Flintridge
- Acted as head designer of the special section of both city newspapers
- Conceptualized and designed sales ads for various clients

AWARDS

- 2015 Gold Clio Keyart Award Winner-Teenage Mutant Ninja Turtles and Pizza Hut Theatrical Partnership
- 2015 Silver Clio Keyart Award Winner-Transformers: Age of Extinction and Oreo Theatrical Partnership

SKILLS

- Adobe Suite: Illustrator, Photoshop, Bridge, InDesign, After Effects
- Microsoft Office Suite: Word, Excel, Outlook, PowerPoint
- Keynote, Google Slides, PC/Mac user,
- Art direction, fluent in Spanish, strong interpersonal skills, motivated, takes initiative