

Pedro Chinchilla

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EDUCATION

University of California Riverside — Bachelor of Arts: Art Studio

August 2020

MARKETING EXPERIENCE

Assistant Talent Buyer — Avalon Hollywood

2017 - Present

- Scouted and recruited local artists in order to produce a higher ticket revenue through ticket sales from local artist
- Worked closely venue marketer in order to allocate locals to open for bigger talent in order to build up local artists.
- Establish deals with local third-party promoters and coordinate local third-party showcase in designated stages

Street Team Marketing Manager — Prototype, Avalon Hollywood

2016 - 2018

- Planned and executed street marketing campaigns for live events to attract the desired audience and ticket revenue
- Maintained a calendar of marketing programs and ensured promoter team was scheduled and in attendance
- Synthesized fully detailed informational reports about crowd response, venue response to promotional assets

Event Marketing Specialist — Up All Night

2016 - 2018

- Negotiated contracts with venues and event organizers
- Optimized inventory and/or order additional promotional items and implemented social media giveaway raffles
- Researched new event options and gathered information to assess the relevance of the show for the target audience

GRAPHIC DESIGN EXPERIENCE

Graphic Designer/Marketing Coordinator — UC Riverside: Graduate School of Business

2018 - Present

- Develop content and create artwork for social media marketing and print such as banner, a frames etc
- Compile data on marketing trends and current demographics in order to create targeted marketing assets
- Integrate new visual ways to present information through design and creativity

Freelance Graphic Designer

2014 - Present

- Collaborate with various clients to review the scope of the project and fabricate multiple concepts to fit their needs
- Facilitate clients on what design packages would suit their needs and what strategies to use for their target market
- Create artwork such as logos, event flyers, motion graphics including variations specific to social media dimensions

Graphic Design Intern — R3gma Inc

2015 - 2016

- Designed custom graphics for social media marketing in specific to record label branding
- Developed templates to be used for the creation of custom social media posts promoting new music and talent
- Integrated new visual ways to present information through design in order to reach specific target market.

SKILLS

Computer: Microsoft Office, Photoshop, Illustrator, Cinema 4D, Final Cut Pro, After Effects, Premiere pro

Social Media Marketing: Instagram, Facebook, Twitter, Snapchat, Mailchimp

Language: Bilingual English, Spanish