
Francisco Ruelas

Graphic Designer

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SKILLS

- Graphic Design
 - Photoshop
 - Adobe Illustrator
 - Indesign
- Video Editing
 - Adobe Premiere Pro
 - Adobe After Effects
 - Sony Vegas Pro
- Animation
 - Cinema 4D
- Leadership
 - Training
- Sales

EXPERIENCE

PizzaGuys (Corporate) - Citrus Heights, CA

Graphic Designer/Digital Marketing Assistant

May 2021 - PRESENT

- Created logos and new concepts to identify the brand campaigns.
- Help develop Campaign ideas for holidays or special occasions.
- Responsible for photoshopping our pizzas to look as tasty as they are.
- Communicated with franchisees in regards to marketing ideas to increase sales/hire applications.
- Created visual edits to advertise our latest products.
 - Social platforms
 - Commercials/ads
 - Menu display
- Developed artwork and layout for print and digital
 - Apparel garments, coupons, banners, posters, brochures/flyers, window clings and publications.

AncientandForeign

Freelance Graphic Designer

Jan 2018 - PRESENT

- Helped Entrepreneurs with creating a logo and brand identity..
- Services in this area:
 - Logos
 - Apparel Designs
 - Video Editing
 - Animation
 - Food Photoshop
 - Website/Landing page mockups

Bimbo Bakeries USA - Sacramento, CA

Sales Representative/Trainer

January 2020 - July 2021

- Responsible for giving the correct training to all new employees.
- Identified and Communicated with potential customers, promoted the company's products & services.
- Conducted daily sales reports, maintained and managed vendor records and correspondence and performed various administrative duties.
- Maintained a clean working environment.
 - Box Truck & Warehouse
 - Displays

The Halal Guys - San Jose CA / Davis CA

Manager

August 2016 - September 2020

- Conducted interviews, oversaw the hiring process, and ran staff training for 20+ employees.
- Opened and closed cashiers with EOD and 3rd party receipt reports.
- Lead by example by never complaining, seeing difficult situations as a learning opportunity to overcome.
- Trained staff to make sure in giving our customers the best service by:
 - Customers are greeted at the door as soon as they walk in.
 - Being polite and respectful when interacting with a customer or colleague..

Portfolio

[New Portfolio](#)

[Old Portfolio](#)