

# FREDDY S. AGUIRRE

## EXPERIENCE

### Junior Graphic Designer

**XTETIC World, Inc.** | August 2019 - Present Day

- Produce visual communications that are well designed, effectively promoting key company initiatives and programs in support of the company's overall strategic mission.
- Maintain the company's image and identity system, by working directly with the CEO and marketing team on brand strategy; designing brand assets; and creating and implementing processes and guidelines.
- Support sales and optimize lead generation efforts.
- Train and advise internal constituents on brand application and compliance.
- Accountable for keeping abreast of new technologies and software in print and electronic design.

### Graphic Designer

**MOC® Products Company, Inc.** | January 2012 - July 2019

- Directed multiple projects through concept, production, and delivery phases.
- Oversaw a variety of complex print, digital design and graphic communications projects using both emerging and traditional design methods.
- Advised internal constituents in developing communications programs and materials that meet their marketing needs, while ensuring they adhere to style and branding guidelines.
- Collaborated with other designers on-site with concepts, design, branding, production, printing, and quality control.

### Athletics Marketing Intern

**CSUN Athletics** | February 2018 - May 2018

- Assessed the athletic marketing department's hardware, software, training, and resource needs.
- Contributed graphic design components, reviewed processes, and provided recommendations to the marketing director.
- Collaborated with internal and external printing services and vendors to coordinate printing, production, and delivery of promotional projects.
- Provided oversight and expertise to CSUN colleagues, student interns, and campus designers.

## EDUCATION

### Bachelor of Science Marketing | Minor: Management

**California State University, Northridge** | May 2019

- 2018 Four-month marketing internship with CSUN Athletics.

### Associate in Arts, Business-Marketing & Management

**Los Angeles Valley College** | June 2016

- 2015 Certificate of Achievement; Business Management
- 2014 Certificate of Achievement; Business Marketing

## CONTACT

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## PROFILE

### Skilled, creative and innovative

- Dynamic and motivated professional with a proven record of generating qualified leads, managing projects from concept to completion, designing marketing strategies, and coaching individuals to success.
- Graphic designer with over eleven years of experience. Proven success in running marketing campaigns. Proficient in content, social media, and marketing strategies.
- Skilled in team building, demonstrating exceptional communication skills, and making critical decisions during challenges.
- Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

## SKILLS

### Adobe CC

- InDesign
- Photoshop
- Illustrator
- Lightroom
- Premiere Pro

### G Suite

- Docs
- Sheets
- Slides
- Drive

### Equipment

- Photography
- Audio/ Video

### Microsoft Office

- Excel
- Word
- Outlook
- PowerPoint
- SharePoint

### E-Commerce

- Shopify
- Mailchimp
- A/B Testing
- SEO/SEM

### Social media

- Content creation
- UGC campaigns