

JOHN GUTIERREZ

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EXPERIENCE

ABC 45 News & MY48 Television

Winston-Salem, NC

Marketing Producer (Promotions)

May 2019 - March 2021

- Produce visually appealing content for broadcast (Show Promos, News Stories, Ad Promos, Logos, and Social Media Content)
- Ensures that all content for ABC 45 News and MY 48 Television services people of the triad and supports the brand.
- Proactively communicate with sales team, client and creative team to conceptualize and create content that will help expand our broadcast and digital media presence.
- Customized brand message to reach and capture target audience interest and drive engagement.

Freelancer

Remote

Web Developer

May 2016 - Present

- Designing and developed a fluid and responsive website to better showcase client's community.
- Planned and designed websites from the ground up while implementing client needs.
- Maintained websites and applications, including content updates, account administration, debugging, and feature enhancements.

Elevation Church

Winston-Salem, NC

Graphic Designer

June 2016 – April 2018

- Conceptualize logo design, gif animations, videos, websites, and social media channels to promote product brands.
- Utilized Photoshop and other Adobe Suite Products to develop creative advertising content for various medias, including, Web and Social Media Content.

LEADERSHIP & INVOLVEMENT

Triad Cultural Arts, Inc. Juneteenth Festival Live

Winston-Salem, NC

Graphic Designer & Video Editor

- Composed a 2 Hour special airing on MY48 Television for the Triad Cultural Arts, Inc. Juneteenth Festival Celebrating the 155th Anniversary of Freedom.
- Worked closely with the Executive Director of Triad Cultural Arts, Inc. to establish clear direction of content.

Sinclair Cares & The Salvation Army: Your Neighbor Needs You Campaign

Winston-Salem, NC

Graphic Designer & Video Editor

- Produced TV Campaign to help people in need of supplies during the Coronavirus Pandemic.
- Worked closely with internal Partners to promote Sinclair Cares Campaign and raised over \$800,000 Nationwide.

SKILLS & INTERESTS

- Proficient in the Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After effects, InDesign).
- Basic Proficiency in creating and editing Html and CSS as well as web usability knowledge.
- Highly Motivated and with the ability to meet high production standards and tight deadlines.
- Produces engaging content that is readable, searchable, actionable, and shareable across all types of online/digital media.
- Ability to build lasting relationships and strong communities.

EDUCATION

Forsyth Tech Community College

Associate of Science

August 2015 - May 2018

Western Governors University

Bachelor's in computer science

August 2020 - May 2023