

GRAPHIC DESIGNER

Summary

➤ While working as Front Desk Receptionist at Meyer Sound, contributed to Marketing Team by updating and translating marketing materials, updating website, and improving sales collateral. Promoted to Marketing Coordinator for Latin America. ➤ Contributed to substantial cost savings for Meyer Sound by creating ads for publication, editing graphics, and translating materials thereby eliminating the need to hire third-party agents to complete this work. ➤ Researched vendors and negotiated service agreements to have marketing materials and swag for Meyer Sound produced in Mexico reducing costs associated with importing these materials from the US.

Highlights

* Marketing Strategy * Project Coordination * Graphic Design * Branding * Event Planning * Print Production * Social Media * Tradeshow Coordination * Marketing Collateral Development * Press Releases * Copy Writing/Editing * Web Content Management

Experience

January 2014

to

Current

Company Name City , State Graphic Designer

- Restaurant Consulting & Management Company Developing design solutions to communicate each of the restaurant's unique message and promoting the brand with high visual impact. Graphic design solutions for a variety of products and activities such as POP, websites, social media, email, promotions, product packaging, corporate communications & identity.
- Preparing, packaging & delivering production-ready art files.
- Creating creative templates for marketing needs
- Proofreading to produce accurate and high-quality work especially under challenging deadlines

January 2013

to

Current

City , State Graphic Designer Design print materials, such as logos, stationery, flyers, and postcards. Clients Include: Pembroke PR, Main Street Property Services, A grape in the Fog, Photoworks SF, Progressive Hounds, The Handler Brothers, Otis Beanery, Mitzvites, Pet Nanny, District Dogs, Dog Town, SuperFly Pet Supply, No Time for Cancer, Meridian Pro Audio and Promarket. Paola Trejo 2

January 2008

to

January 2013

Company Name City Marketing Coordinator, Latin America Mexico City Professional Sound Manufacturer Worked directly with the Company's headquarters in Berkeley, CA. Coordinated with marketing team to brainstorm strategies and finalize marketing plans. Translated, maintained, and updated web content in Spanish on a monthly basis. Designed marketing materials, such as datasheets and brochures. Created ads for publication in SoundCheck Magazine. Wrote press releases. Coordinated and led interviews. Coordinated photo shoots. Managed relationships with vendors. Built and maintained productive relationships with customers. Planned and coordinated events, including trade shows and demos. Designed sales binder. Collaborated on creation of presentations in Keynote. Designed and distributed monthly newsletter, e-blasts, and invitations. Represented the company in corporate events, trade shows, marketing conferences and meetings.

January 2005

to

January 2008

Company Name City Graphic Designer

- Mexico City Consumer Goods Advertising Agency Clients include: Rimmel London, Dannon, Sigma, Sally Hansen, Palmer's.

- Produce design solutions to communicate clients' messages with high visual impact for a variety of products & activities.
- Layout, image manipulation, and prepress production for offset and digital color output. Established design briefs and project time-lines. Coordinated with external agencies. Meeting clients to discuss their needs, objectives and budgets. Designing and creating a wide variety of graphic art and promotional material. Producing designs for both internal and external communications. Involving customers in the design process. Developing design briefs. Explaining design concepts and ideas to clients and colleagues. Providing graphical support for Blogs, websites and social media. Working on presentations, leaflets, trade-marks, marketing materials and banner designs. Producing accurate and high-quality design work. Examining design work for quality, consistency, and accuracy. Creating a consistent corporate and brand identity for clients. Preparing design files for production. Taking design ideas from generation through to completion. Generating multiple concepts for a campaign or project. Working on projects to strict timescales. Computer Skills: Illustrator | Photoshop | InDesign | Dreamweaver | Flash | Premier | Freehand Graphics: Logo Design, Editorial Design, Web Design, Illustration

Education

2004

Universidad del Valle de México City , MX Bachelor of Arts : Graphic Design Universidad del Valle de México - Mexico City 2004 Bachelor of Arts - Graphic Design

Presentations

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Languages

Spanish - Native Speaker | [AND] Translation: English/Spanish and Spanish/English [AND] Translation: English/Spanish and Spanish/English

Skills

Marketing, Clients, Ads, Basis, Sales, Translated, Solutions, Advertising, Brand Identity, Budgets, Dreamweaver, Flash, Freehand, Hansen, Illustration, Illustrator, Indesign, Logo Design, Photoshop, Premier, Prepress, Promotional, Web Design, Pr, Public Relations, Graphic Design, Corporate Communications, Packaging, Point Of Purchase, Pop, Proofreading, Branding, Content Management, Copy Writing, Event Planning, Front Desk, Marketing Collateral, Marketing Strategy, Receptionist, San, Storage Area Network, Tradeshow, Translating, Web Content Management