

## Beatrice Aispuro

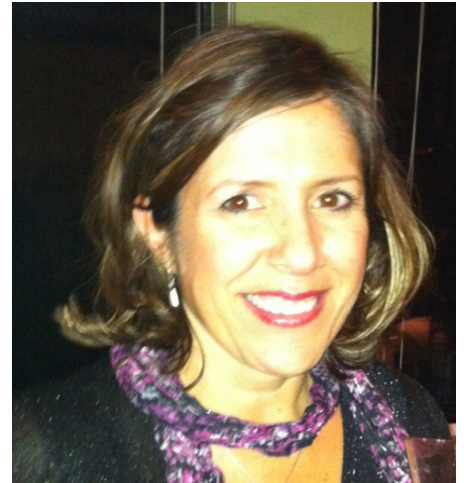
### SOLID BACKGROUND IN ALL ASPECTS OF COMMUNICATION & MEDIA

Created first website for Caltech; second website in the world. I worked at several small startups as well as large companies such as Netscape, Disney, Foxsports.com, SFUSD, San Jose Mercury News, Paso Robles Vintners & Growers Association, and Intergraph Corporation. I received my Bachelor of Arts degree from CSULB in Journalism, Public Relations, and Spanish in 1991 and completed coursework at Art Center College of Design in 1997.

Launched Stater Bros. Markets into the digital space with a complete branding overhaul across all platforms. Redesigned all digital collateral for vendor portals, website, and employee kiosks. Created a new responsive site; enhancing user experience, graphics and copywriting for Local Search. Set up over 160 store accounts on Yelp, Google+, Foursquare, Yahoo, and other directories. Wrote social media policy and trained corporate staff on responding to reviews using one voice for a consistent message.

Researched and selected several IT platforms for digital marketing, project management, and social media listening tools for user reviews. Compiled user manuals and trained all corporate staff on using CMS and keyword-rich copywriting. Spearheaded digital brand awareness across the social landscape and developed personas to target specific demographics by leveraging Nielsen Spectra data.

I believe my creative design skills, research and writing abilities, project management experience, and effective communication skills will be a valuable asset to your group.



### PROFESSIONAL EXPERIENCE

**Stater Bros. Markets**, San Bernardino, CA

2012–2016

#### DIGITAL COMMUNICATIONS COORDINATOR / PROGRAMMER ANALYST / BUSINESS ANALYST

- Spearheaded all corporate digital brand efforts across the social landscape
- Evaluated and reported on new technologies: CMS platforms, data aggregators, NAP data cleanup, email marketing strategy, analytics, SEO, web integration interfaces and enhancements
- Coordinated all digital vendor programs, promotions, and digital ad campaigns
- Oversaw, edited, and approved all website content
- Produced new information architecture and responsive designs for improved usability and analytics
- Restructured, designed, wrote, and coded intranet site for employee kiosks and weekly email campaigns
- Oversaw development of materials to improve image of Stater Bros. Markets
- Championed for greater user experience across all platforms for internal/external communications
- Created training manuals for each department using new CMS that I researched and selected
- Established and oversaw all social media accounts and wrote corporate social media guidelines/policy
- Researched solutions for integrating recipes, digital circular, and coupons with shopping list tools and reported findings orally and in writing to decision makers

**Begrafic.com**, Los Angeles, CA

2007–2012

**DIGITAL STRATEGIST**

- Conducted landmark web usability study for Intergraph Corporation
- Tailored layouts according to research and Google Analytics
- Created user experience workflow diagrams, wireframes, and interactive prototypes
- Designed and developed data-driven websites for Victory Sweepers and PSC Investments
- Designed trade show booth display for conference in Silicon Valley for Avalan Wireless
- Provided analysis and optimization based on web metrics using Google AdWords and analytics
- Produced identity branding, logos, and print collateral

**White Tiger Printing**, Huntsville, AL

2005–2007

**WEBMASTER, ART DIRECTOR**

- Created brand identity for White Tiger Printing and partner companies
- Designed, wrote, and developed new ads, logos, folders, business cards, billboards, calendars, brochures, pop displays, holiday cards, and DVD collateral using Photoshop, Illustrator, InDesign, Dreamweaver, and Flash
- Produced new information architecture, wireframes, and websites using cascading style sheets (CSS) and HTML
- Developed complex media materials, wrote copy and designed ads for web and print

**Foxsports.com**, Los Angeles, CA

2003–2005

**PHOTO EDITOR, DESIGNER**

- Responsible for making sure website was accurate and updated at a very quick pace
- Optimized online photos for publication and designed layouts
- Produced centerpieces, thumbnails, compiled and uploaded photo galleries using CMS
- Designed Flash banners
- Trained and mentored staff

**Begrafic.com**, Los Angeles, CA

2000–2003

**DIGITAL CONSULTANT**

- Created websites and marketing materials for clients such as Disney, RAND Corporation, US Interactive, Gilbert USA, and Chinese Laundry Shoes
- Client work included online storefronts, ads, posters, calendars, logos, and email campaigns
- Designed information architecture and user experience workflows for seamless site navigation

**Shopsports.com/Copeland's**, San Luis Obispo, CA

2000–2000

**SR. WEB DESIGNER**

- Redesigned and restructured websites for online sporting goods company
- Developed page layouts and coded templates for affiliate sites, including major national sports leagues (NHL, NFL, MLB, and NBA)
- Designed pages for improved user experience
- Translated and customized Shopsports.com site into Spanish for Hispanic customers
- Trained and mentored staff on design principles, copywriting, and software use

**Event 411.com**, Marina Del Rey, CA

1999–2000

**WEB DESIGNER**

- Created designs and copy for business-to-business (B2B) software companies offering online event planning tools
- Tracked banner traffic and tailored ads accordingly
- Compiled, designed and edited user manuals
- Collaborated with cross-functional and diverse workforce

**San Francisco Unified School District Language Academy, San Francisco, CA** 1998–1998

**WEBMASTER, DESIGNER**

- Redesigned website using HTML and CSS
- Created communication materials for teachers and staff
- Trained staff on web design, HTML and desktop publishing
- Provided teachers at SFUSD with instruction on using computers and teleconferencing equipment
- Encouraged and facilitated cooperation among staff–mentored, developed, and motivated staff

**Netscape Communications, Mountain View, CA** 1998–1998

**SCHEDULING COORDINATOR, DESIGNER**

- Coordinated all Netscape Learning (NL) classroom schedules
- Redesigned and maintained NL intranet and internet sites
- Created print designs for NL staff using Photoshop and Illustrator

**Caltech, GPS Division, Pasadena, CA** 1993–1998

**WEBMASTER, DESIGNER**

- Developed site structure and page layouts to launch the first-ever website for Caltech
- Provided concept and production of all print, web, and logo designs for the Division of Geological and Planetary Sciences and the Seismological Laboratory
- Served as editor and designer for the original GPS alumni newsletter
- Designed brochures, ads, lectureship flyers, invitations, and building signage
- Wrote curriculum and conducted computer training classes in HTML and web design for GPS staff and students
- Wrote instructional guides on desktop publishing for staff in all departments at Caltech

## **EDUCATION**

Bachelor of Arts, Journalism/Public Relations, Spanish,  
California State University, Long Beach, CA (1991), GPA: 3.65

Design Coursework  
Art Center College of Design, Pasadena, CA (1995–1997), GPA: 3.85

## **TECHNICAL SKILLS**

Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign, Quark, Flash, Final Cut Pro, MS Office, HTML5, CSS3, Windows, OS X, familiarity with Joomla, Java, XML, ASP, Spry, Visual Studio

- Prototyping
- Wireframing
- Responsive Design
- Information Architecture
- User Experience (UX/UI)
- User Interface Layer Development
- Search Engine Optimization and Marketing (SEO/SEM)
- Mobile Development

**LANGUAGE SKILLS:** Complete fluency in Spanish language and cultural idiosyncrasies