

# TARA LERIAS

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## experience

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AD+CU - Boulder, CO

**Web Designer:** June 2011 - Present

- Design the University of Colorado Advertising Club's website. Create all images using Adobe Suite and writing all website code using HTML, CSS, Javascript, PHP and MySQL.

Warren Miller Entertainment

**Digital Media Marketing Intern:** Aug 2011 - Dec 2011

- Working on an annual film tour. Updating and sending out email blasts to markets across the United States and Canada. These email blasts are created using Adobe Dreamweaver and they reach 300,000 - 500,000 people. Answer customer feedback emails. Update website, upload videos and mail out marketing materials.

Wardenburg Health Center - Boulder, Colorado

**Marketing Assistant:** January 2011 - August 2011

- Promoted e-magazine for student health. Implemented social media strategies. Created marketing materials using Adobe Illustrator, Adobe Photoshop and Adobe InDesign. Conducted research and developed Quality Improvement reports.

nuun & CO - Boulder, Colorado

**Brand Ambassador:** July 2010 - March 2011

- Increase sales and promote brand awareness through samples at events and in-store demonstrations in the Boulder area and implementing the promotion of nuun in my daily routine.

Bobo's Oat Bars - Boulder, Colorado

**Marketing Assistant:** May 2010 - December 2010

- Assist CEO with a variety of tasks. Hired, managed other interns for demo events. Conducted demo events in Whole Foods; designing press releases; updating social media; telemarketed to potential customers and businesses; generated new customer leads; fulfilled orders

VitroRobertson Advertising Agency - San Diego, CA

**Intern:** July 2007

- Research stock images for use in advertising materials; create and organize databases of sister agencies and their clients; observe commercial production and editing. Shadow copywriter, photographer undergoing research and development for promotional displays,

## interests

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Taking my dog Lola to the dog park, movies, Wednesday board game nights, and being a computer nerd and a closet PC gamer.

## education

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**University of Colorado**, Boulder, Colorado

September 2008 - Present

- Major in Advertising - Strategic
- Minor in Technology, Arts and Media

Half Hollow Hills High School, Melville, New York  
Class of 2008

- High Honor Roll, National Honor Society

## achievements

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Half Hollow Hills High School

- National Honor Society  
September 2007 - June 2008
- Academic High Honor Roll  
September 2004 - June 2008
- Captain, Varsity Lacrosse  
March 2008 - June 2008

## co-curricular

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University of Colorado

- Advertising Club - Board Member  
September 2009 - Present
- Community Health  
January 2011 - August 2011

## volunteer

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Association of Philippine Physicians of New York,

Home Reach Foundation: 501(c)(3) organizations:

- Assist in packaging and shipping medicine for overseas medical missions, and provide clerical assistance.
- Medical Fair, Fall 2006: Prepare and manage a workstation for healthcare providers.
- Medical Mission, Philippines, February 2007: Assist in various duties as requested by the medical staff.

## skills

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Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe Edge Preview 4, Microsoft Word, Microsoft Excel, Microsoft Outlook, HTML, CSS, Javascript, PHP, MySQL, Actionscript 3.0, Constant Contact, Silverpop, Brightcove, Google Analytics, Twitter, Tumblr and Facebook