



Life-long passion for telling stories in a wide variety of visual arts mediums. A solid experience developing multi-media strategies, managing / motivating staff and volunteers. Proven record of utilizing media effectively, on-schedule, and on-budget with diplomacy in all relationships. Technologically savvy with the ability to support enterprise-wide IT infrastructure and end users.

core competencies

Graphic Design
Motion Graphic Design
Video Capturing & Editing

Multi-Media Presentations
Event Marketing
Creative Direction

MAC/PC Desktop Support
Training / Instruction
Public Relations

education

Ex'pression College for Digital Arts Emeryville, CA
BASc–Motion Graphic Design

career highlights

Creative Director
Executive Assistant
January 2013–present
Pathways for Veterans

- Developed marketing strategies and collateral to promote veteran programs.
- Redesigned corporate site to serve as a touchpoint for veterans, partners, and corporate sponsors.
- Implemented/managed Google Apps platform for corporate wide communications.

Student Affairs Assistant
Office of Student Affairs
June 2011–November 2012
Ex'pression College

- Designed flyers, posters, and banners to increase student awareness of campus events.
- Managed content on student website.
- Designed brand compliant motion graphic bumpers for graduation reel exhibition.
- Prepared graduation marketing materials, gowns, and guest tickets.
- Revised and printed Student Handbook and New Student Orientation packets.

Visual Information Specialist
2008–2012
Graffiti Graphics

- Assisted clients with the planning and preparation of information to communicate their message through a variety of visual means: Print (brochures, catalogs, directories, stationery, newsletters, labels, forms, packaging); Exhibit Graphics & Signage (trade show graphics, maps, directional signage, architectural); Multi-media (interactive websites, i-mag presentations, audio / video projects, CD/DVD authoring, slide and overlay presentations); and Promotional Products (apparel, drinkware, writing instruments, and giveaways).

Director of Sales & Marketing
2006–07
Kerrock Countertops, Inc.

- Developed and implemented direct-mail marketing strategy.
- Established new key partner relationships.
- Introduced uniform brand strategy.
- Revamped corporate website.
- Redesigned showroom and product displays.
- Reduced advertising costs over 50%.

software proficiencies

Adobe Creative Suite
InDesign
Photoshop
Illustrator
Premiere
After Effects
Flash
Dreamweaver
Acrobat

Microsoft Office
Word
Excel
PowerPoint
Outlook

Apple Final Cut Studio
Maxon Cinema 4D
Macintosh & Windows OS
WordPress
HTML & CSS