

Qualifications Summary

*Results-driven professional with strong background in brand marketing, graphic design, and content strategy, delivering high-impact visual and digital solutions that elevate audience engagement.*

Demonstrated expertise in brand identity design, multimedia production, campaign development, and cross-platform marketing execution. Skilled in Adobe Creative Suite, Canva, UI design, and social media strategy, with proven ability to translate complex concepts into compelling visual narratives. Excel at leading creative direction, managing cross-functional teams, and optimizing content performance through data-driven insights. Adept at building cohesive brand systems, increasing marketing efficiency, and enhancing digital storytelling across diverse industries, including packaging, real estate, and consumer products. Recognized for elevating audience retention, establishing in-house creative departments, and reducing operational costs.

Areas of Expertise

- Brand Development & Execution
- Team Collaboration & Leadership
- Packaging & Print Collateral Design
- Digital Photography Art Direction
- Event Branding & Promotions
- Market Research & Consumer Insights
- Graphic Design & Visual Storytelling
- Client Relationship Management
- Logo Design & Brand Guidelines
- Social Media Content Design
- Web Banners, Display Ads & Digital Assets
- Photography Editing & Product Styling
- Campaign Performance Optimization
- Project Management & Delivery
- Digital Asset Management

Professional Experience

Communication Specialist | CCMC | Scottsdale, AZ May 2024 – Mar 2025

Personalized content creation to reflect company values and audience expectations, resulting in improved brand trust. Tackled sensitive media issue early on, leading to optimized team collaboration and sparking broader discussions about enhancing company's online presence.

Key Contributions:

- Elevated community and resident interaction by collaborating with internal teams and clients in delivering original graphics, videos, and templates.
- Increased audience engagement and content visibility by designing compelling visual assets and executing creative concepts for diverse multimedia platforms using Canva and Adobe Creative Suite.

Creative Marketing Director | Pioneer Packaging | Phoenix, AZ Oct 2020 – Nov 2023

Partnered with sales team to design brochures and marketing collateral, developed innovative visual assets, and analyzed campaign performance to uncover opportunities for engagement and conversion growth. Directed creative strategy for all digital marketing assets, including web banners, display ads, and supporting content, and increased brand visibility and consistency across platforms.

**Key Contributions:**

- Boosted audience retention and campaign effectiveness by producing high-impact video campaigns from concept to completion and managing filming, motion graphics, and editing.
- Established in-house creative marketing department, replacing external advertising services, which reduced outsourcing expenses and streamlined brand messaging.

**Marketing Coordinator | Enduratex | Corona, CA****May 2016 – Oct 2020**

Led and executed content strategies across a range of project scopes, seamlessly integrating brand design, copywriting, visual art, and digital tools to deliver cohesive, high-impact campaigns.

**Key Contributions:**

- Enhanced product marketing efforts and increased visual appeal and marketability of products by planning and directing creative digital photography shoots.
- Reinforced brand identity by developing original, innovative designs that translated complex concepts into visually engaging print materials and digital experiences.

**Digital Design Specialist | Natures Specialties | Corona, CA****Jul 2015 – May 2016**

Crafted compelling written and visual content tailored for social media platforms that increased audience engagement and reinforced brand voice. Designed user interfaces and digital elements for websites, landing pages, and mobile apps with focus on usability and accessibility. Reviewed and refined designs to ensure high-quality visuals across various screen sizes, resolutions, and digital platforms.

**Key Contributions:**

- Enhanced brand's social media strategy by applying cross-functional design and marketing expertise.
- Improved planning efficiency and consistent user interaction by developing and managing social media content calendars as well as ensuring timely, audience-focused posts aligned with key events.

## Education

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**Bachelor's Degree in Media Arts | The Art Institute of San Diego**

## Technical Proficiencies

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**Microsoft Office (Teams, Word, Excel, PowerPoint, Outlook, OneDrive, ClipChamp)**

**Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Audition)**

**Canva**

**SharePoint**

**Dropbox**

**Squarespace, Wix, WordPress, HOA Sites**