

SUMMARY OF QUALIFICATIONS:

- Computer expertise: mastery of Adobe Photoshop, Illustrator, InDesign, AfterEffects, PremierePro, Microsoft Powerpoint.
- Experience with tracking marketing metrics and performance in Google Analytics and Hubspot, and using that data to increase conversions.
- Knowledge of HTML, CSS, JavaScript and responsive web design.
- Experience in Wordpress and Concrete5.
- Active in and conversant with various online communities and social media platforms
- Extensive freelance graphic design experience.

FREELANCE CLIENT HIGHLIGHTS

University of California, Los Angeles

- Department of Bioengineering logo
- Kaiser Permanente, Woodland Hills
- Music Therapy program logo & print collateral

EDUCATION AND ACTIVITIES

Tankchella.com

Founder

- Created apparel designs based on understanding of music festival culture.
- Achieved 150% total ROI inclusive of production and advertising costs within 2 months.

University of California, Los Angeles

Design | Media Arts 2014

- Campus Events Commission
Print Marketing - Staffer, Director
See employment history.
- Bruin AdTeam
Designer
Designed the pitch book and mockups for UCLA's presentation in the National Student Advertising Competition.
- Planning Committee for LA Hacks
Designed graphic collateral for the first LA Hacks, the nation's largest college hackathon to date.

EMPLOYMENT HISTORY:

IdentityMind Global

Palo Alto, CA (Remote Position)

July 2014 - Present

Graphic & Web Design

- Created top-performing lead-acquisition pages, with an average 18% conversion rate.
- Optimized site for lead generation:
 - Visitor-to-lead rate increased from 0.9% to 1.6%
 - 65.3% of all customers in 2015 originated as online leads.
- Key contributor to marketing campaigns via graphic collateral and messaging strategies during a period of intense growth (98% increase in revenue from Q2 2014 to Q3 2014).
- Designed email newsletters with an average 4% click-through rate.
- Manage and design assets for social media outlets, increased number of Twitter followers from 842 to 1,260.
- Liase with printers to execute marketing materials such as brochures and large-format display signs.

UCLA LGBT Center

Westwood, CA

August 2013 - June 2014

Graphic Design Intern

- Produced graphic collateral for marketing, contributing to a 100% increase in Facebook engagement (measured by Likes).

UCLA Campus Events Commission

Westwood, CA

September 2011 - June 2012

Print Marketing Director

- Managed Print Marketing Staffers in producing print and web graphics for event promotion, contributing to consistently high turnout rates (never below 75% of seats filled, more frequently 100%).
- Oversaw print production and distribution of posters and flyers throughout campus.
- Ensured that all collateral was on-brand.