



O2COOL | Chicago, IL

Associate Digital Manager | 05.2022 – Present

- Plan and execute quarterly marketing plans for 4 brands.
- Create effective B2C and B2B e-mail campaigns, including strategy, and creation of assets needed for campaign.
- Meet with sales team to blueprint their trade show and meeting schedules to ensure maximum impact of B2B newsletter campaigns.
- Daily management of 4 social media campaigns, answering messages and engaging with community daily.
- Manage influencer relations existing and initiating new. Tracking these relationships as well as budget.
- Explore new giveaway collaborations with brands applicable to brand demographic to increase engagement, interest and follower count.
- Art directing photo shoots, including model selection, location selection, storyboarding and product selection.
- Report past months statistics to boost flows that are working and identify/improve areas needed.
- Layout, design, and schedule social media posts for 4 brands. Copy writing with brand messaging at forefront.
- Video editing and motion graphics.
- Photo editing, color correcting and in-office photography.
- Delegate work to team as needed, managing deadlines and providing creative briefs for projects.
- Manage user generated content. Create relationships with community to aggregate UGC, sending samples in exchange for content rights usage agreements.
- Monitor inventory levels to ensure marketing is relevant to in stock product.
- Meet monthly with outside advertising agency, review statistics and provide future advertising collateral.
- Explore new digital media tools, such as Statusphere and Pitchbox and evaluate value as pertains to current needs.
- Use project management software (Asana) for tracking and documenting timeline of project.
- Create, maintain, and update websites for sales, new product launches and product discontinues.
- Oversee all digital log ins and passwords.

Graphic Designer | 07.2019 – 05.2022

- Complete project management process including color choices, pattern design (if necessary) product graphics, packaging and displays, marketing material creation, press checks, final sample approval and Bill of Materials.
- Storyboard, set up and film video content. Edit video into engaging content to be used across multiple platforms.
- Manage and create content for multiple brands, each with their own distinct branding and guidelines to follow.
- Social Media management and content creation focused on building brand awareness and voice. Posts created include illustrations, motion graphics and photographs.
- Design new concepts and seasonal concepts for existing products chosen for placement in major retailers.
- Illustrate patterns each season, and based on customer requests.
- Part of a team currently overhauling B2C website to better exemplify brand voice, and better engage the consumer. Tasks include layout, motion graphic creation, photo retouching/sizing, ensuring brand continuity.
- Manage multiple projects concurrently according to time required, magnitude and due dates.
- B2B e-mail campaign management, creation and copy writing.
- Packaging and display design, including press checks.
- Catalog design, layout and production.
- Work interdepartmentally to ensure the end product produced is as successful as possible

CREATIVE GRAPHICS MANAGEMENT | Chicago, IL

Graphic Design Specialist/Marketing Coordinator | 07.2012 – 01.2018

- Execute and strengthen brand identity through, logo design, icon illustration, advertisements, signage, e-mail campaigns, sell sheets, brochures, etc. and exacted it across entire marketing campaigns.
- Manage due dates and status in the proofing process.
- Attend briefing sessions from account managers to understand the client requirements and timelines.
- Cultivate innovative ideas, concepts and designs on a daily basis with quick turnaround.
- Branded e-mail campaign management and content creation.
- Professionally guide clients through the design process, transforming their wishes into effective design.
- Client presentation decks.

HELEN OF TROY | El Paso, TX

Graphic Design Specialist/Marketing Coordinator | 07.2012 – 01.2018

- Partnered with marketing and sales team to complete packaging concepts and execute final artwork for eight last minute additions to a major retailer's planogram, that added 1.8 million dollars in revenue to the company.
- Execute packaging concepts that are at the forefront of design trends and produce further product sales.
- Create branded, visually appealing print collateral for multiple brands including catalogs, brag books, sell sheets and fliers. Partnered in digitizing these marketing materials, leading to large fiscal year budget savings.
- Choreograph in-house photo shoots, live models and product. Retouch and color correct photos.
- Illustrate based on current trends and project needs including but not limited to pattern design, icon and logos.
- Participate in video editing and motion graphics creation.
- Mastery of pre-press preparation and production, including press checks.

LIFE MOTTO

"A smooth sea never made a skillful sailor"

SKILLS

Including but not limited to:

- Adobe CS: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro
- Asana, Agile, Workday
- Klaviyo, Mail Chimp, Constant Contact
- Wix, Wordpress
- Basic HTML understanding
- Microsoft Office
- Top to bottom product design
- UX Design
- Time management
- Leadership
- Communication
- Relationship management
- Influencer and giveaway coordination
- SEO
- Digital advertising
- Motion graphics/video editing
- Copy writing

PERSONALITY

- Confident in my abilities, life experiences and how they influence my unique perspective.
- Enthusiastic for new beginnings; consistently researching and learning new techniques, and technologies. Always open to new learning experiences.
- Adaptable to many situations; prefer to work on varied project types concurrently.
- Total museum nerd! I live for wandering new exhibits and exploring new museums.
- Adventurous, I have traveled to multiple countries and cities. Always open to experiencing a different culture.
- Unshrinking. My first time in Chicago was when I moved here 4 years ago, in January from Texas and continue to make bold life choices.

EDUCATION

University of Texas, El Paso
Bachelors of Fine Arts