

Core Skills:

Adobe Photoshop	■	■	■	■	■
Adobe Illustrator	■	■	■	■	■
Adobe InDesign	■	■	■	■	■
Microsoft Office Suite	■	■	■	■	■
Salesforce	■	■	■	■	■
Mailchimp	■	■	■	■	■
HTML	■	■	■	■	■
CSS/JavaScript	■	■	■	■	■
Team Leadership	■	■	■	■	■

Education:

California State University of Fullerton
Bachelors of Fine Arts - Graphic Design
(graduated with Honors)

California State University of Fullerton
Webmaster Certificate

Web Portfolio:

Media38: www.media38.com
Ushio America, Inc.: www.ushio.com

Language Skills:

Fluent in English and Mandarin

Contact:

✉ abcgurl@yahoo.com
☎ 626.321.8769
📱 www.media38.com
🌐 www.linkedin.com/abcgurl
La Puente, California

References available upon request.

Profile & Qualification:

- Marketing communications manager with 12 years of experience
- 20+ years of experience in graphic design with strong visual design skills and creativity
- Exceptional organized skills with strong ability in maintaining multiple projects to meet time-sensitive goals and deliverables
- Strong project management and budgeting skills
- Excellent communication and presentation skills
- Highly-motivated and collaborative team player
- Creative thinker and proactive problem solver
- Experience with and understanding of Google AdWords, SEO, social media marketing, email marketing, and content creation
- Professional experience in web design with a solid understanding of site structure and the relationship between content, SEO, web optimization, user interface, and technology

Experiences:

Freelance Graphics/Web Designer and Marketing Consultant
La Puente, CA | (Current)

Sr. Marketing Communications Manager (Promoted from Sr. Graphics & Web Designer)

Ushio America, Inc., Cypress, CA | (03/2005 – 02/2020)

- Managed all corporate marketing functions and budgets for multiple business units, including brand management, advertisement, PR, product launch, marketing collateral, promotions, email blasts, and tradeshow events
- Collaborated with business unit and product managers to increase lamp sales revenue with projected sales growth
- Wrote and published press releases on online platforms
- Negotiated new and existing contracts with vendors to reduce cost for the overall marketing budget
- Developed content and executed digital marketing strategies across necessary channels (i.e., website optimization, email campaigns, social media, SEO, and content creation.) to ensure consistent brand messaging across all channels
- Analyzed and interpreted campaign data metrics and suggest solutions for ongoing optimization
- Oversee the Marketing and Web Development teams to optimize all aspects of web marketing campaigns
- Content management for newsletters, promotional pricing brochures, datasheets, and social media to entice and engage audience
- Revamp packaging design for the Architectural Lighting product lines
- Oversee and handled logistics for 50+ tradeshow events in a fiscal year

Sr. Graphics Designer (Promoted from Jr. Graphics Designer)

Guidance Software, Inc., Pasadena, CA | (10/2002 – 01/2005)

- Designed, developed, and maintained corporate and event web sites
- Designed and developed for print, highly creative CD packaging marketing materials
- Designed and produced signage for tradeshow and exhibition booths
- Adhered to production schedules and deadlines
- Take product photos and clean-up images for marketing usage
- Coordinated with print vendors on cost and print materials
- Designed and code html layouts for mass email marketing campaigns
- Design and produce collateral insertions such as user manuals, quick start guides and promos for company products