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M.S. Communications
Purdue University
December 2016

Certificate in Strategic
Communication Management
Purdue University
August 2016

B.F.A. Graphic Design
Minor in Art History
California Polytechnic
University, Pomona
December 2005

Adobe Creative Cloud
(Illustrator, Photoshop, InDesign,
Dreamweaver, Acrobat), HTML,
Microsoft Office, Photography

John Davitt Award for
Outstanding Service
Classified Staff
2015-16 Finalist
2014-15 Finalist

Community College Public
Relations Organization Awards
2015
Third Place
Logo Design
2013
First Place
Second Place
Class Schedule Division A
Third Place
Promotional/Advertising Campaign

Color Management for Logos:
A Comprehensive Guide for
Graphic Designers
John Drew and Sarah Meyer
page 106

EDUCATION

SKILLS

ACCOMPLISHMENTS

EXPERIENCE

GLENDALE COMMUNITY COLLEGE, GLENDALE, CA

GRAPHIC DESIGNER · JANUARY 2009–PRESENT

DEPARTMENT OF MARKETING, COMMUNICATIONS & PUBLIC INFORMATION

In addition to the responsibilities below, the position includes:

- Manage creative assets and fulfill and distribute files as requested.
- Develop original marketing campaigns including artwork and copy.
- Execute marketing tactics according to strategy.
- Oversee GCC's Brand Ambassador campaign on Instagram.
- Established and regularly contribute original content to the college's Instagram account.
- Work closely with digital ad representatives in the creation and monitoring of streaming radio campaigns .
- Compose ad copy for Facebook ads as well as monitor ad performance.
- Design invitations, programs, and e-mail campaigns for all major campus events.
- Communicate regularly with college administrators, senior staff, and department heads to develop all creative outputs and campaigns.
- In charge of photography for campus events including commencement.
- Create and prepare e-newsletters and e-invites for the President's Office, Foundation, and Alumni offices.
- Initiated and execute a weekly e-mail campaign ("Marketing Mondays" and "A Marketing Memo") educating the campus of services available.
- Active member of the Marketing Committee.
- Contributed to the rebrand of the organization and creator of the new tagline: "How Do You GCC?"

PUBLICATION SPECIALIST · MARCH 2007–JANUARY 2009

- Established and implemented the official Style Guide for the college community (administration, faculty and staff).
- Design original creative materials for fundraisers, sporting events, dance, music, and theatre performances.
- Create advertising for print and online media.
- Responsible for creating and formatting the class schedule and cover.
- Independently manage proposals, vendors, and project budgets.
- Timely management of multiple high-profile projects.

PRINT FELLAS, ENCINO, CA

GRAPHIC DESIGNER · MARCH 2006–MARCH 2007

- Responsible for completing print projects often with little design direction, including photography and photo editing.
- Developed business card templates for real estate companies.
- Worked on a wide range of pieces from business cards to packaging.

PURDUE UNIVERSITY

EDUCATION BLOGGER · JULY–AUGUST 2016

Produce a monthly blog post for Purdue University's online Master of Science in Communications program from the viewpoint of a current student.

Applying My MS in Communication Knowledge to My Career in Graphic Design

<http://online.purdue.edu/comm/masters-in-communication/resources/applying-knowledge-to-graphic-design>

A Beginners Guide to Building a Corporate Social Media Strategy

<http://online.purdue.edu/comm/masters-in-communication/resources/beginners-guide-corporate-social-media-strategy>

Choosing a Graduate School & Finding the Right Graduate Program

<http://online.purdue.edu/comm/masters-in-communication/resources/choosing-graduate-school>

How to Get Ready to Go Back to School for a Master's

<http://online.purdue.edu/comm/masters-in-communication/resources/how-to-get-ready-to-go-back-to-school>

Evolution Of My Communications Career

<http://online.purdue.edu/comm/masters-in-communication/resources/my-communications-career-in-a-movie>