

creative background

Street Symphony (nonprofit: social justice at the heart of music at Skid Row) Jan 2019 to Present

Operations Manager

Los Angeles, CA

- Responsible for the nonprofit organization administrative management, financial management, cross department coordination, grant writing, and community event engagement.
- Design, maintain and troubleshoot the website, social media accounts, newsletters and organizational brand awareness.
- Support the Founder and Artistic Director in maintaining the vision of the organization.

Vivo Designs

January 1998 to Present

Creative Graphic & Web Designer

California

- Designed marketing collaterals, websites, promotional campaigns and social media management.
- Developed and designed corporate identity, logo concept, branding and style guides.
- Worked with startup businesses developing brand and marketing business strategies.
- Working with vendors on print projects, product displays, packaging, and other specialty prints.
- Assisted in photo product shoots, video editing, produced how to videos and presentations.
- Researched, managed and designed exhibit catalog for LACMA and The Japan Foundation.
- Setup and managed social media outlets such as Facebook, YouTube, Yelp, Instagram and more.

Fit Body Boot Camp (FBBC)

May 2018 to March 2019

Online Marketing Advertising Specialist/Interim Marketing Manager

Chino Hills, CA

- Organized and managed online ad campaign design, and campaign ad performance, while reaching monthly goal revenue profits of \$20k+ via online ads through Facebook ads and Google AdWords
- Design, maintain and troubleshoot landing page campaigns via Click Funnels and InstaPage
- Account management and hosting team collaboration marketing webinars creating marketing strategies for over 800 fitness franchise business owners.

Catalina Home

October 2015 to May 2018

Marketing & Creative Director

Santa Fe Springs, CA

- Managed a team of designers in the Marketing & Creative department, independently managed the IT department, provided support to Sales and executive managers for a multi branded company.
- Restructured company brands, logo, websites, product packaging and print marketing materials.
- Designed and managed 8 responsive websites, over 20 social media accounts, and email campaigns with Constant Contact and Hubspot (CRM and marketing automation).
- Developed integration of Salesforce, Hubspot and managed the project management tool (Trello).
- Dealt directly with over 12 print vendors, financial budgets and forecasting projections, press checks, photography shoots, videography drone flights and IT support.

PreGra Artificial Grass

September 2014 to March 2015

Senior Graphic & Web Designer

Santa Fe Springs, CA

- Managed 3-4 interns of the Creative and Marketing department of a synthetic turf company.
- Redesigned brands, logo concepts, packaging design, apparel and collateral prints.
- Projected estimated budget, managed online promotional campaigns, email blasts, created display racks and designed all brand style guides.

Ventura Foods, LLC

January 2006 to March 2014

Graphic Designer

Brea, CA

- Redesigned and managed over 5k art files in DAM – digital asset manager, cataloging art files, rendering files and provide final art approval from concept to final product.
- Coordinated with multiple packaging and printing vendors and customers to ensure corrugated box, tubs, lids, parchments and packages are press ready and approved.

California Quake LLC

November 2007 to December 2015

President, Operations Manager

Los Angeles, CA

- Owned and operated all business initiatives for a women's football organization hosting events, fundraisers, community and social appearance engagements
- Designed brand team identity, apparel, marketing initiatives and public fan base awareness.
- Managed an annual budget of \$50k acquiring community supporters and monetary sponsors.
- Coordinated the operational day-to-day functions of running a football organization games, travel arrangements, special events, permitting, facility agreements, grants, sponsorship contracts, seasonal training schedule, and recruitment camps.



Vivo

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education

Claremont Graduate University,
Sotheby's Institute of Art
Claremont, CA
Expected Dec 2019

Masters of Arts

Arts Management (Nonprofit)

San Francisco State University
San Francisco, CA
August 2001

Bachelor of Arts

Graphic Design & Communication

skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Dreamweaver

Adobe Acrobat

Final Cut Pro

Website Design

Wordpress, Click Funnels, InstaPage

Social Media Marketing & Ad Campaigns

HTML5, CSS

SEO & Analytical Analysis

Microsoft Office Suite

Kindful / CRM Integration

Salesforce / CRM Integration

Hubspot (CRM/Marketing Automation)

Mailchimp & Constant Contact

AS400

Smartsheets, Trello, Asana

Google Apps

Pre Press knowledge

PC and Mac Computer Literate

Salary minimum \$85k