



PROFILE KEY WORDS

Adobe creative suite, advertising, banners, cd covers, communication skills, concept development, css, customer relations, desktop publishing, direct mail, direct marketing, dreamweaver, email-marketing, fashion, film design production, fireworks, flash, ftp, graphic design, html, logo design, macintosh os, merchandising, microsoft office, organizational skills, persuasion, digital photography, poster design, production, promotional materials, search engine optimization, bilingual (spanish), webinars, web site production, xhtml, brochures and google analytics.



PROFESSIONAL EXPERIENCE

DentalXp.com **Atlanta, Georgia** **11/2009-11/2010**
Marketing Graphic & Web Designer

Efficiently design e-mail marketing campaigns, print ads, banners and work with all of our marketing/ sponsors accounts. Organize live hands-on training courses and manage online webinars.

- Plan and send weekly newsletters to update members of new content added weekly on DentalXp.com and special promotions.
- Design and update existing content for DentalXp.com, utilizing css, jquery and xhtml.
- Increment membership numbers by 75%. Strategically planning special offers with huge monetary discounts and strong call to action with sense of urgency.
- Establish a strong brand identity by designing a consistent look and feel, utilizing new and refreshing colors, shapes and texture. These elements were then carry on in various forms of advertising, such as print ads, web banners, e-mail marketing and more.

RezHub.com & E-Z Rent-A-Car **Atlanta, Georgia** **11/2007-Present**
Graphic and Web Designer

RezHub.com

Helped company increased it sales by strategically establishing RezHub's brand creating a series of visual elements that remain consistent in company's colors, textures, logos, slogans and more.

- Transformed company's web site services into user-friendly layouts.
- Gain brand recognition and trust between the travel industries by putting a fresh but yet professional environment when participating in industry expos, utilizing targeted promotional materials and branded merchandising such as Green Bags and T-Shirts.
- Increment our registered members list, implementing e-mail newsletters that were straight to the point, visually engaging but most importantly, adaptable to all e-mail platforms.
- Increased web site traffic by 45% average of new visitors to our RezHub web site with the launched of the Dream Green Giveaway Contest, e-mail newsletters, enticing animated banner ads, and direct marketing Green Travel packages.



PROFESSIONAL EXPERIENCE

E-Z Rent-A-Car

Re-built web site for one of the most fast growing car rental company in Orlando, Florida. The new E-Z Rent-A-Car web site design created more trust in customers, increasing sales and web site traffic by 13.41% in less than 3 months.

- Change current web site look from old fashion to web 2.0 style.
- Incorporate tools, such as interactive and animated flash objects to keep users longer on the site, as well as animated banners to promote car rental offers and important company changes.
- With the use of e-mail newsletter I boost the number of online bookings.
- Promote & enhance several pages that were not being used to the maximum before. With this approach customer were able to find information faster resulting in more frequent visitors and more online bookings. This was achieved by placing value proposition ad's through out the site.

Propaganda Films **Guaynabo, Puerto Rico**
Graphic & Web Designer

Contract 10/2008-02/2009

Credited for professionally and responsibly handle Propaganda's Film third movie project Kabo & Platón. Handling duties from web site design to sound track CD cover design, to generate public awareness and sales for the up-coming moving via print materials and social media marketing.

- Produced an entire movie web site base on a look and feel that was already establish by a previous designer that created the movie poster. Helped client to carry on a brand that was already publicized and saved tons of money by avoiding a change on design direction. Successfully kept the already establish style and yet added my own personal touch.
- Strategically utilize search engine optimization techniques to start promoting the web site and begin earning traffic. Used key words through out the web site content. Advertise the web site URL on free blogs, social network sites such as My Space and Facebook. Targeting people by creating blogs and threats on web sites such as Univision.com reaching the Spanish Community on Puerto Rico, USA and Latin America.

Website for Kabo & Platón Movie:
www.kaboyplatonmovie.com

The Family of Orange Lake Resorts
Graphic Designer

Kissimmee, Florida

05/2005-10/2007

As part of an In-house design team & corporate copywriters I was responsible for the creation of informational and promotional marketing materials for Orange Lake's internal & external marketing.

- By maintaining and creating a consistent look Orange Lake's employees as well as guest and owners were able to feel proud and recognize Orange Lake as a trusted Time Share company.
- Created astonishing environmental designs, posters, magazines, light pole banners, direct mail pieces and many more visual elements that helped the Family of Orange Lake Resort become a family oriented resort and a leader on the time share industry.
- Improve designers and copywriters work production as well as the rest of the team members by efficiently organizing the entire electronic logo and photo library. I utilize a simple folder structure and naming system that allow everyone fast access to any desire file, leading to faster production.
- Establish trusting relationships with Executives, Managers and other important clients by being a good listener, keeping deadlines and staying within budget guidelines and over all meeting client's needs.



PROFESSIONAL EXPERIENCE

Innova Entertainment, Inc
Graphic & Web Designer

Rio Piedras, Puerto Rico

Recurring Contracts Since 03 /2005

In-charged of creating eye-catching computer generated artwork & movie theme web sites for Innova Entertainment, Inc to promote, attract and sell their up coming movies.

- Provide custom design solutions that were theme to the movies topic, directed to specific demographic and target market achieving higher number of web site visitors, higher ticket sales and over all generating huge amounts of profit sales on DVD's and merchandising.
- Instructed specific creative needs for desire photography by partner with director and producer, achieving marketable and high quality photography that was then used in all promotional materials.
- Obtain professional and public recognition within the industry by managing projects from concept through completion and turning in high quality & effective designs, earning professional reputation, resulting in new project ventures with other companies.

Websites for Innova Entertainment Movies:

www.miveranoconamanda.com (Design on 2008)

www.tainoslapelicula.com (Design on 2005)



TECHNICAL SKILLS

Applications

Adobe Creative Suite CS-3 and CS-4

Operating System

Mac OS 10.6 and Windows XP/2000/Vista/ Windows 7



QUALIFICATIONS

- **EXPERIENCE:** 5 1/2 years of graphic design experience compile with 2 year of mid-level web design.
- **PROJECT COORDINATION & TEAM WORK:** Highly productive in team environments as both member and team leader. Efficient in shifting priorities and juggling multiple projects.
- **COMMUNICATION:** Effective listener, able to transform an idea to something tangible conveying client's ideas and contracting out services. Bilingual: I can read and write Spanish & English
- **TECHNICAL STRENGTH:** Up-to-date and verse in desktop publishing tools and new web standards, such as HTML, XHTML, CSS and more.



EDUCATION

The Creative Circus **Atlanta, GA** **(Present)**
2 year program for Art Direction

International Academy of Design and Technology
Degree on Computer Graphics / Graphic Design

Orlando, FL

2001/2003