



Passionate, Graphic Designer focused on brand development and marketing. Focused on leading the design process to develop strong, beautiful collateral across various mediums including digital, print, and advertising. Proactive, mission-driven, and dedicated.

## EDUCATION

California State University, Northridge  
2010  
Bachelors of Arts- Art

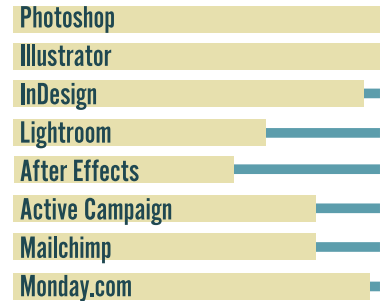
## SKILLS

- Leadership
- Project Management
- Strategic Planning

## EXPERTISE

- Design Skills
- Email Marketing
- Event Production
- Digital Advertisement
- Traditional Marketing

## SOFTWARE



## WORK EXPERIENCE

### AIDS HEALTHCARE FOUNDATION

Los Angeles, CA  
2015 - Present

#### DIRECTOR OF CREATIVE PRODUCTION | OCT 2021 - PRESENT

- Oversee the daily operations of the creative team and responsible for the quality assurance of printed and digital materials for promotion across all AHF's initiatives.
- Plan, develop and execute, the direction and production of all creative assets for marketing, advertising, and digital assets.
- Collaborate with all department leads on the strategy of all quarterly campaign rollouts for external promotion including healthcare centers, pharmacy and thrift stores; Design implementation for internal staff communication and marketing programs.

#### ASSOCIATE DIRECTOR OF CREATIVE PRODUCTION | MARCH 2020- OCT 2021

- Successfully deployed advertisements in all forms of marketing collateral to include print and digital social media platforms; promoted AHF outreach to increase patient enrollment from 500k to over 1.5 million globally.
- Communicated with vendors and project leads for budgeting and timeline roll out for marketing of the annual Florida AIDS Walk; effectively raised over \$1.9 M.
- Developed branding of signage and promotional items for Safer is Sexy sexual health awareness campaign; directly influenced patients and achieved 14,834 individual STI tests performed and 1,956,572 condoms distributed worldwide.

#### CREATIVE PRODUCTION MANAGER | JUNE 2017- MARCH 2020

- Provided leadership and strategic vision for the design team. Implemented streamlined process across all design deliverables ensuring brand compliance, organization, and high-quality standards.
- Designed collateral for AHF's major business lines including Healthcare Centers, Pharmacies, Mobile Testing Units, and Out of the Closet Thrift Stores as well as internal rollouts for high staff engagement.
- Developed the brand identity of all acquired affinity and affiliate groups.

#### CREATIVE DESIGN COORDINATOR | JULY 2015- JUNE 2017

- Responsible for the output of in-house marketing requests; executed brochures, staff e-mails, social media graphics, swag items.
- Collaborated with Web and Social Media teams in development of graphics across all social media channels and AHF websites.
- Analyzed cost-effectiveness of assigned marketing projects; solicit bids for services and materials from vendors when directed.

### YOUTH POLICY INSTITUTE

Los Angeles, CA  
2010 - 2015

#### COMMUNITY SCHOOLS PROJECT COORDINATOR | SEPT 2010- JULY 2015

- Lead and implemented an array of school-wide academic and extra-curricular activities for students grade 6th- 8th and parents.
- Supervised and prepared training materials for the core team including Family Advocates, Academic Tutors, and Health and Wellness Coordinators.
- Effectively collaborated with key stakeholders including school admin, teachers, school-based programs, and community agencies.