

Energetic project manager and graphic designer with a sales, marketing, & design foundation in lifestyle driven consumer brands and SaaS enterprises.

SKILLS

LANGUAGE

- Native Spanish

GRAPHIC DESIGN

- Adobe Illustrator, Photoshop, In-Design, Acrobat Pro, Light Room

PROJECT MANAGEMENT

- Jira, Confluence, Basecamp, Asana, Team Gannt

INTERNET / COMPUTER

- Wordpress, Squarespace, Shopify
- Zendesk
- Digital Asset Management
- Mac and PC
- Microsoft Office

EDUCATION

University of Arizona

TUCSON, AZ 2003 -2007

- Bachelor of Arts in Communications

Santa Barbara City College

SANTA BARBARA, CA 2013

- Graphic Design Certificate

COMMUNITY INVOLVEMENT

Santa Barbara Independent

STAFF BLOGGER 2013

Provided online content for daily coverage (5 days) of SXSW Music Festival in Austin, TX that included copy and professional photos. 325,000+ visits/mo.

A.M.A.S.S. Gallery

MURALIST 2013 & 2011

Created public murals for art education in the Santa Barbara Funk Zone.

CI Surfboards Rincon

Classic Surf Contest

PHOTOGRAPHER

2014, 2013, & 2012

Photographed event with published photos in DEEP Mag. and Surfline.com. Surfline: 35 Million+ visits/mo, DEEP Mag.: Circulation 25,000/ issue.

PROFESSIONAL EXPERIENCE

ONTRAPORT • Santa Barbara, CA • April 2016 - April 2018

AGILE PROJECT MANAGER

- Create and maintain internal operational systems for my coworkers that ensure maximum efficiency, accountability, and flexibility so they can focus on achieving results towards company and department goals.
- Direct, organize, and manage a variety of department projects for all Client facing teams which include Business Solutions, Customer Support, Client Onboarding, VIP Client Services, Live Events, Partner Programs, Mastermind, and ONTRAPORT Australia.
- Responsible for providing insight into team and employee priorities to achieve optimal resource allocation through scheduling in order to provide ONTRAPORT with the tools and information it needs to maximize output and expertise.
- Define project scope, goals, and deliverables that support Key Performance Indicators in collaboration with senior management and project stakeholders while simultaneously identifying risks and moving through roadblocks.

IdeaWork Studios • Santa Barbara, CA • September 2015 - April 2016

CREATIVE PROJECT MANAGER

- Work closely with the VP of Strategy and Creative Director to ensure projects are delivered on time and on budget while nurturing positive, productive, and collaborative working relationships with Clients through regular communication, excellent client services and expectation management.
- Effectively and efficiently plan and prioritize all projects' deliverables and resources by coordinating the work of the agency's development team according to Clients' business and marketing needs.
- Monitor project work flow on multiple projects and monthly retainer based contracts while simultaneously soliciting and acting on client feedback.

SLTWTR Creative Agency • Santa Barbara, CA • January 2014 - September 2015

CREATIVE PROJECT MANAGER

- Responsible for successfully managing and coordinating the completion of all aspects of each creative project SLTWTR produces while remaining engaged with the projects for the duration of their life-cycle on budgets up to \$ 120,000 +.
- Effectively lead and organize an innovative team composed of a creative director, art director, two graphic designers, front-end web developer, back-end computer engineer, and two online presence personnel by facilitating project logistics in order to meet deadlines while concurrently addressing any concerns or obstacles that may arise during the production, revision, and approval process of project deliverables.
- Responsible for briefing and updating Stakeholders on projects and deliverables by outlining the scope of each project through constructing the time-line, budget and assigning production tasks to SLTWTR team members.

ACCOUNT MANAGER

- Represent Client within Agency and cultivate productive communication between Clients and SLTWTR staff. Collaboratively working with Clients to identify common goals and make sure that deliverables are profitable and effective for both the Client and the Agency.

Powell-Peralta Skateboards • Santa Barbara, CA • June 2008 - April 2012

INSIDE SALES ACCOUNT MANAGER • July 2010 - March 2012

- Managed and grew an account base composed of "Mom and Pop" skate, surf, and Action Sports apparel retail stores across the US and nurtured a sales goal of approximately \$102,000+ per year of skateboarding hardgoods and apparel sales.

SALES ASSISTANT TO VICE PRESIDENT OF SALES • June 2009 - July 2010

- Provided a seamless customer service experience to national accounts and export distributors by supporting a team of ten in house sales representatives on a variety of logistical sales processing duties.
- Created and managed daily inventory sales order forms, seasonal prebooks for overseas manufacturing, and price lists for each sales season. Introduced new sales order form that reflected daily inventory availability and automated order entry; increasing overall daily sales order processing and efficiency.
- Prospected new customers for domestic and international growth through demographic research, cold calling, mailers, and Internet research. Cold called into 400+ skate and surf retailers in a 3 month duration & generated approximately \$185,000 in small skate and surf shops that were disregarded or negatively impacted by the economy in 2011 that resulted in a 7% increase in the domestic account base for entire sales staff.

MARKETING AND PROMOTIONS ASSISTANT • June 2008 - June 2009

- Coordinated logistics for large scale promotional events and championed female sector of skateboard industry and market through grass roots guerrilla marketing initiatives and working closely with top female skateboard athletes, brand ambassadors, and high level talent.