

Summary

Marketing Communications Specialist effective at delivering quality content for digital, traditional and social marketing. High achiever who produces results individually, as well as part of a results focused teams.

Skills

- Adobe
- Illustrator
- Microsoft office
- Management
- Social media marketing
- Photoshop
- Indesign
- Customer service
- Marketing
- Digital marketing

Experience

Marcom Specialist

TeamSABLE • San Jose, California
02/2018 - 12/2021

- Coordinate activities and projects with outside vendors including advertising agency, literature fulfillment, printers, etc
- Produce and provide art direction for sales collateral, advertising, web site and trade show graphics
- Working knowledge of printing process, photography and print layout
- Coordinate activities and projects with outside vendors including advertising agency, literature fulfillment, printers, etc
- Coordinate with product managers, market leaders, and outside vendors to produce sales collateral materials such as catalogs, brochures, spec sheets, newsletters and other print items in a timely, value conscious manner
- Capture and edit video
- Create and Design with Adobe CS

Marcom Specialist

V12 Software • Santa Clara, California
05/2015 - 09/2017

- Direct and coordinate marketing activities and policies to promote products and services.
- Develop pricing strategies while balancing firm objectives with customer satisfaction maximization.
- Analyze business developments and monitored market trends.
- Consult with buying personnel to determine projected demand for products and services.
- Work with the communications team to drive internal promotion of company programs, initiatives
- Analyze third-party data and investigated new growth opportunities.
- Collaborate with developers, advertisers and production managers to market products and services.
- Coordinate art and graphics creation for effective merchandising.
- Preserve brand integrity by monitoring the consistency and quality of marketing content.
- Cultivate effective partnerships with engineering, marketing, sales and customer support staff.
- Communicate marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Analyze usage patterns to understand ways in which customers used company products and services

Marcom Specialist

Alamaden Press • San Jose, California

08/2013 - 10/2014

- Collaborate with multiple departments to setup and maintain customer facing storefronts using PageDNA.
- Special attention must be made to department work-flows as well as the customer ordering experience.
- Daily tasks include setting up new static and variable artwork templates, providing design assistance to prepress, engaging in customer support, solving technical problems, and performing quality sign offs.
- Will be responsible for meeting proof and plate deadlines, communicating with production departments, and multi- tasking on various projects.
- Directed and coordinated marketing activities and policies to promote products and services.

Marcom Specialist

A&D Medical • San Jose, California

01/2013 - 06/2013

- Developed and coordinated product packaging and product instruction manuals Produced new literature, newsletters, advertisements, fliers, sell sheets and other point of sale materials.
- Coordinated and executing all trade show activities Worked closely with exhibit houses to develop booth layout and graphics Lead and coordinated Web Design, maintenance and promotional strategies
- Designed, implemented and monitored sales promotions.
- Designed, implemented lead generation activities Coordinated design agencies, outside translators, and other outside vendors.
- Directed and coordinated marketing activities and policies to promote products and services.
- Worked with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.

Marcom Specialist

Axygen Corning • Union City, California

05/2011 - 03/2012

- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Identified value propositions and key messages for all of the company's marketing campaigns.
- Coordinated art and graphics creation for effective merchandising.
- Created quality marketing strategy documentation, including product marketing briefs, FAQs and objection handling documents.
- Developed key messaging, branding and positioning statements.
- Served as the primary point of contact for incoming media calls, including requests for meetings and interviews with company executives and experts.
- Coordinated trade shows, media buying and planning, sales promotions and direct mail campaigns.
- Retained clients to build brand awareness and generate leads while managing internal and external product marketing campaigns and programs.
- Collaborated with marketing department to define positioning and messaging, and plan market launch, public relations, and lead generation campaigns.

Marcom Specialist

SanDisk • Milpitas, California

04/2007 - 06/2012

- Managed creation of packaging and in-pack projects.
 - Project managed the creation of US and foreign language versions of packaging and collateral.
 - Worked with fulfillment vendors, printers, designers, writers, translation agencies and design firms to complete projects.
 - Assisted on other projects including design as they are assigned.
 - Worked closely with interrelated departments such as Product Marketing, Channel and legal.
 - Worked on APrimo to upload assets for Packaging.
 - Consulted with buying personnel to determine projected demand for products and services.
 - Directed and coordinated marketing activities and policies to promote products and services.
 - Coordinated art and graphics creation for effective merchandising.
 - Preserved brand integrity by monitoring the consistency and quality of marketing content.
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Education

Graphic Design

Silicon Vally College • San Jose, California
01/2001

- Graduated with 4.00 GPA
 - Graphic Design Certification
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Languages

- Spanish