

Education

01.2014-12.2016

THE ART INSTITUTE OF CALIFORNIA
Bachelor of Science in Graphic & Web Design

02.2010-04.2013

SANTA MONICA COLLEGE
General Studies - Transfer

Experience

06.2023-present

DIRECTOR OF MARKETING, PARTNERSHIPS, & BRAND
Santa Monica Pier Corporation

Oversaw SMPC's branding, marketing, and partnerships division. Managed partner relationships, contract obligations, and spearheaded creative initiatives to engage both visitors and locals. Lead a dynamic team, shaping the visual aesthetics and language for SMPC programs, events, and activities, while promoting the Pier's historical significance and its contemporary community role.

06.2021-06.2023

BRAND MANAGER
Santa Monica Pier Corporation

Evolve the brands language and aesthetic. Ensure all communication between Pier and Partners align with brand guidelines. Strategize and execute with Pier tenants and community partners around marketing campaigns. Conceptualize and pitch brand initiatives to engage both visitors and locals. Art Direct the visual aesthetic and language for each program.

08.2020-06.2021

GRAPHIC DESIGNER & MARKETING STRATEGIST
The Culver Hotel, Le Jardin, Hotel Beverly Terrace, Café Amici

Created digital and print collateral for marketing and promotional materials. Improved UX/UI of company websites by gathering and evaluating user requirements in collaboration with department managers and third party developers. Worked closely with the Creative Director to prioritize and manage multiple projects within design specifications and budget restrictions.

05.2018-08.2020

JUNIOR GRAPHIC DESIGNER & MARKETING ASSISTANT
The Culver Hotel, Hotel Beverly Terrace, Café Amici

Worked with the Art Director to create visual collateral, maintain brand guidelines, manage social media accounts, and communicate with vendors to source materials and prices for design team.

06.2013-present

FREELANCE DESIGN
Victoria Alsina Art, Spencer Gross, The Gross National Podcast

Worked with clients to develop brand identity. Create and design brochures, invitations, websites, and other various materials for print and digital collateral. Ensure projects are completed with high quality and on schedule.

Languages

English | Native
Spanish | Fluent

Skills

Photoshop
Illustrator
InDesign
After Effects
Dreamweaver
Canva
Adobe Express
Acrobat
Trello
Later
Constant Contact
Mailchimp
WordPress
HTML5
CSS

Organizations

AIGA
American Institute
of Graphic Arts

ABG
Alpha Beta Gamma
Honor Society

Awards/Achievements

BEST OF QUARTER SU/16
Design Research & Marketing

BEST OF QUARTER SU/16
Design Team Pre-Production