

Objective:

Looking to utilize my marketing skill set to increase company profitability.

Core Skills:

Adobe Photoshop	■	■	■	■	□
Adobe Illustrator	■	■	■	■	□
Adobe InDesign	■	■	■	■	□
Adobe After Effects	■	■	□	□	□
Dreamweaver	■	■	■	□	□
Microsoft Office Suite	■	■	■	■	□
Salesforce	■	■	■	□	□
Mailchimp	■	■	■	■	□
HTML	■	■	■	■	□
CSS, & JavaScript	■	■	■	□	□
Team Leadership	■	■	■	■	□

Education:

California State University of Fullerton
(1999-2001)
Bachelors of Fine Arts - Graphic Design
(graduated with Honors)

California State University of Fullerton
(1998-1999)
Webmaster Certificate

Web Portfolio:

Ushio America, Inc. - www.ushio.com
Media38 - www.media38.com
HSM Panel, Inc. - www.hsmpanel.com

Others:

Responsible, organized, hardworking, fast learner, team player, reliable, and punctual. Type 65 wpm.

Language Skills:

Fluent in English and Mandarin

Contact:

Email: abcgurl@yahoo.com
Cell: 626.321.8769
Website: www.media38.com
LinkedIn: linkedin.com/abcgurl
Location: La Puente, California

References available upon request.

Profile & Qualification:

- Marketing manager with 12 years of experience in the lighting manufacturing industry
- Exceptional organized skills with strong ability in maintaining multiple projects to meet time-sensitive goals and deliverables
- Highly-motivated and collaborative team player
- Creative thinker and proactive problem solver
- Strong project management and budgeting skills
- Excellent communication and presentation skills
- Experience with and understanding of Google AdWords, SEO, social media marketing, email marketing, and content marketing
- Professional experience in web design with a solid understanding of site structure and the relationship between content, SEO, web optimization, user interface, and technology
- Experience as a graphic designer with strong visual design skills and creativity

Experiences:

Sr. Marketing Communications Manager (*Promoted from Sr. Graphics & Web Designer*)

Ushio America, Inc., Cypress, CA | (03/2005 – 02/2020)

- Managed all corporate marketing functions and budgets for multiple business units, including brand management, advertisement, PR, product launch, marketing collateral, promotions, email blasts, and tradeshow events
- Collaborated with business unit and product managers to increase lamp sales revenue with projected sales growth
- Negotiated new and existing contracts with vendors to reduce cost for the overall marketing budget
- Developed and executed digital marketing strategies across necessary channels (i.e. website optimization, email campaigns, social media, SEO, and content)
- Analyzed and interpreted campaign data metrics and suggest solutions for ongoing optimization
- Oversee the Marketing and Web Development teams to optimize all aspects of web marketing campaigns
- Content management for newsletters, promotional pricing brochures, datasheets, and social media to entice and engage audience
- Revamp packaging design for the Architectural Lighting product lines
- Oversee and handled logistics for 50+ tradeshow events in a fiscal year

Sr. Graphics Designer (*Promoted from Jr. Graphics Designer*)

Guidance Software, Inc., Pasadena, CA | (10/2002 – 01/2005)

- Designed, developed, and maintained corporate and event web sites
- Designed and developed for print, highly creative CD packaging marketing materials
- Designed and produced signage for tradeshow and exhibition booths
- Adhered to production schedules and deadlines
- Responsible for taking product photos and clean-up images for marketing usage
- Coordinated with print vendors on cost and print materials
- Designed and code html layouts for mass email marketing campaigns
- Coordinate and manage creative projects from initial to final piece
- Design and produce collateral insertions such as user manuals, quick start guides and promos for company products