

# ARIANNA ROBERTSON | GRAPHIC DESIGNER

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## EXPERIENCE

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### Marketing Manager + Graphic Designer | 11/16 – Present

#### Graphic Designer + Production Manager | 8/15 – 11/16

##### Bauman College, Penngrove, CA

Approached and re-hired to create and administrate a new in-house design and production team. Subsequently promoted to marketing management role. Duties include:

- Overseeing all marketing and production projects and staff
- Implementing new branding according to style guide
- Designing and producing marketing assets and curriculum materials, including print and web ads, social media campaigns, promotional materials, email campaigns, merchandise, course catalogs, textbooks, PowerPoint presentations, etc.
- Managing multi-phased projects and timelines, providing art direction, and implementing procedures resulting in improved interdepartmental communication and productivity
- Negotiating bids with printers and other vendors to minimize costs
- Coordinating and promoting outreach events
- Managing strategic partnerships with like-minded organizations and alumni

### Freelance Graphic Designer | 6/09 – Present

#### Arianna Robertson Designs, CA

- Designed identities, business systems, web sites, packaging, and marketing collateral for various clients, including Bauman College, Honua Skincare, Fiat Luxe Designs, 6th Street Playhouse, Sonoma Body Balance, Remote Satellite Systems, Prima Bella, Ziggybuilt Performance, etc.

### Assistant Property Manager | 3/14 – 8/15

#### Maynard Rich Management Company, San Francisco, CA

- Provided superior service to residents and home owners
- Supervised concierge and maintenance staff and coordinated maintenance of facilities and grounds
- Mitigated emergencies and other sensitive situations
- Planned and managed events
- Liaised with the Board of Directors and committee heads
- Performed regular audits of all records and documentation
- Performed payroll services, assisted with various HR tasks, and managed budgets and accounting

### Graphic Designer + Marketing Specialist | 3/13 – 3/14

#### Creative Services Coordinator | 3/12 – 3/13

##### Bauman College, Penngrove, CA

- Promoted to specialist role within first year
- Updated branding, redesigned website, and increased brand awareness through redesign of marketing collateral
- Developed key marketing campaigns and increased engagement, inquiries, and enrollments
- Managed media contracts and schedules, negotiated rates and terms, and designed digital and print ads
- Negotiated bids and coordinated project timelines with printers and other vendors
- Managed all social media accounts, created daily social posts, and designed and wrote monthly e-newsletters
- Planned, coordinated, and managed outreach events

### Graphic Designer + Production Manager | 1/10 – 3/12

#### Fiat Luxe Designs, Santa Rosa, CA

- Designed identity, business collateral, website, packaging, marketing materials, new products, and email campaigns
- Managed production team, schedules, and interviewed and trained new staff

### Graphic Designer | 1/08 – 6/09

#### Associated Students Inc, Cal Poly, San Luis Obispo, CA

- Developed standardized project archiving system
- Designed large-scale integrated marketing campaigns for campus-wide events including posters, postcards, mailers, t-shirts, web graphics, etc.
- Negotiated bids and coordinated project timelines with printers and other vendors

## STRENGTHS

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### Digital Literacy

- Mac and PC platforms
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat Pro
- Microsoft Office Suite
- MailChimp
- Wordpress and Joomla
- Basecamp and Trello

### Other Skills

- Project management
- Event planning
- Photo shoot coordination
- Client/vendor relations
- Copy writing/editing
- Content development
- Excellent written and verbal communication
- Effective multi-tasker
- Organization

## EDUCATION

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### BFA: Art + Design, Graphic Design

Concentration | 9/05 – 6/09 | Cum Laude

#### California Polytechnic State University

##### San Luis Obispo, CA

## PROFESSIONAL DEVELOPMENT

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### Cal Poly Alumni Association

North Bay Chapter Board Member | 10/16 – Present

Communication Skills for Women | 12/16

Project Management Workshop | 10/16

How Managers Become Great Leaders | 9/16

Dealing with Difficult People | 3/16

How to Become a Great Communicator | 1/16

Fred Pryor Seminars and CareerTrack