



Marisol Alvarez | Graphic Design

SAN DIEGO, CA 92104 | (619) 616-1123 | GRAPHICDESIGNMARISOL@GMAIL.COM

To Whom It May Concern:

In today's world, where attention is the currency, creative and innovative solutions are key to solving business challenges. Using the latest computer software or by hand, I strive to communicate ideas that inspire, inform, and captivate consumers. As a graphic artist with more than 10 years of experience, I can develop the overall layout and production design for all your visuals needs. Transforming creative concepts into graphic reality both motivates and drives me. I can assure you that my creative passion and work ethic will qualify me as a competitive candidate to be a key player in your company.

I've worked on hundreds of graphic design projects across the complete design process – from conceptualization to delivery. Leaving me with a deep understanding on how to get my clients' message across. Identifying ground-breaking approaches, it's in my DNA; it's what challenges me. My focus is always to exceed expectations, by bringing brands to life through multi-channel marketing programs. I enjoy collaborating with clients, creative teams, and production professionals to deliver design solutions that propel web traffic, social media engagement, response rates and customer-acquisition results.

I've had the wonderful opportunity to work with great companies, such as T&S Therapy Centre International and TMJ & Sleep Therapy Centre of San Diego, Diamond Orthotic Laboratory International, Centerplate and others.

The following are highlights of my skills and accomplishments in my various roles with these companies:

- Successfully rebranded and helped generate a 50% increase in revenue.
- Developed several marketing programs that exceeded my client's business objectives and generated between 20%-50% increase in revenue.
- Designed & managed the development of new websites with SEO techniques that increased organic traffic.
- Oversaw the efficient use of production project budgets ranging from \$500 to \$30,000.
- Manage more than 10 projects or tasks at a given time while under pressure to meet strict weekly deadlines.

I'm a graduate, Magna Cum Laude, from The American Intercontinental University in Los Angeles with a BA in Fashion Design, a BA in Marketing and an AA in Graphic Design. I have advanced knowledge of Adobe Creative Suite and Microsoft Office.

At my core, I'm a friendly, creative individual with the ability to work well with others or work individually when needed. I also possess strong leadership skills and have proven ability to manage and motivate a team. As a highly motivated individual with a "can-do" attitude I am sure to make a positive impact on your organization.

Although I was enjoying my past job, as Marketing Director, I am refocusing my career for new opportunities in graphic design. I've attached my resume and welcome the opportunity to learn more about the employment opportunities at your company.

Thank you for your consideration.

Sincerely,
Marisol Alvarez

P.S. You can find some examples of my work at: MarisolAGD.com



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Portfolio: MarisolAGD.com

Work History:

Freelance Graphic Artist | Marisol Alvarez | Graphic Design

04/21-Present | San Diego, CA | 619.616.1123

As a versatile freelance graphic designer, I blend creativity and strategic vision to ensure the brand's message captivates audiences. With expertise in invitations, brand identity, marketing, video editing, illustrations, and logos, I offer tailored services. Invitations are the gateway to unforgettable experiences. I craft designs that set the perfect tone, resonating with your audience. A strong brand identity is vital for business success. I create distinctive visuals that convey your unique story and connect with your target market. My expertise extends to strategic marketing. I analyze trends, research competitors, and devise strategies that position brands at the forefront, driving growth. With video, I bring the brand's narrative to life. Expert editing transforms raw footage into captivating stories that resonate emotionally. In illustrations, I communicate complex messages through striking visuals. From editorial to digital artwork, I make content stand out. Lastly, I craft timeless logos capturing the brand's essence, leaving a lasting imprint. As a freelance graphic designer, I deliver stunning designs that propel the brand forward.

Marketing Director at T&S Therapy Centre International

10/15 – 04/21 | La Mesa, CA | 619.797.1940

With six years of experience, I have excelled in developing impactful marketing strategies and designing diverse websites while integrating SEO for enhanced online visibility and brand recognition. As a versatile graphic designer, I have created a wide range of captivating marketing materials, including letterheads, business cards, brochures, booklets, manuals, book covers, illustrations, print and digital ads, signage, invitations, print and digital newsletters, e-blasts, billboards, and videos. Managing the company's social media, I have crafted engaging content and visually appealing visuals to drive brand awareness and foster a strong digital presence. Additionally, I have actively participated in dental expos, planning special events, designing giveaways and expo signage, and effectively marketing our exceptional services, resulting in expanded clientele and industry recognition. I have also successfully produced a radio show in collaboration with the company, engaging our target audience, establishing thought leadership, and showcasing expertise. With my extensive experience, I bring a versatile skill set, strategic mindset, and commitment to excellence to elevate your brand's visual identity, drive engagement, and thrive in a competitive landscape as a graphic designer.

Booth Catering Assistant at Centerplate

09/08 - 08/15 | San Diego, CA | 619.525.5800

During my seven-year tenure, I played a pivotal role in creating comprehensive food and beverage contracts for vendors at prestigious expos. With meticulous attention to detail and industry expertise, I ensured seamless alignment between vendors' offerings and contractual agreements, forging mutually beneficial partnerships. However, my contributions extended beyond contract creation. Collaborating closely with expo vendors, I crafted innovative marketing strategies to attract foot traffic to their booths. Immersed in their products, I tailored captivating ideas that engaged the target audience, increased brand visibility, and maximized booth interaction. Additionally, I took charge of designing various elements, including food and beverage signage, menu cards, product packaging, marketing flyers, invitations, and trade show menus. Drawing on my artistic sensibilities and understanding of branding principles, I created visually striking designs that enhanced the expos' appeal and effectively communicated each vendor's unique value proposition. Throughout this journey, I maintained an unwavering commitment to excellence, ensuring flawless execution and upholding the highest quality standards. By collaborating closely with cross-functional teams, vendors, and event organizers, I fostered collaborative relationships that facilitated seamless project execution, surpassing expectations and leaving a lasting impression on stakeholders. With a proven track record and deep industry knowledge, I am eager to bring my expertise and unwavering dedication to your team. As a graphic designer, I offer a distinctive blend of creativity, strategic thinking, and meticulous attention to detail. Together, we can elevate your brand presence, amplify marketing efforts, and drive your organization to new heights of success.



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Skills & Abilities:

Highly reliable and able to complete assignments in a timely manner. Excellent visual communicator, problem solver and able to successfully build trust with clients. Multi project manager. Responsible and proficient with all my projects. Attentive to detail. Capable of working independently or as part of a group and in a fast-paced environment. Work well under pressure and enjoy taking on new challenges.

Excellent communicator with advanced time management skills. Bilingual English/Spanish.

Software Proficiency:

Advanced skill level in Adobe Creative Suite:

Adobe Illustrator | Adobe Photoshop | InDesign | Acrobat DC Adobe Premiere Pro | After Effects

Advanced skill level in Microsoft Office Suite:

Word | Excel | Outlook | PowerPoint | Publisher

Advanced knowledge of Web Design Applications:

CRM | Zoho

Basic knowledge of Web Design Applications:

WordPress | HTML | Figma | Wix

Education:

Web Design, Some Classes, 2015

San Diego City College | San Diego, CA

Web Design, Some Classes, 2013

The Art Institute of California | San Diego, CA

BA in Fashion Design / BA in Marketing, 2006

American Intercontinental University | Los Angeles, CA

AA in Graphic Design, 2004

Southwestern College | Chula Vista, CA