



Marisol Alvarez | Graphic Design

SAN DIEGO, CA 92104 | (619) 616-1123 | HOLA@MARISOLAGD.COM

To Whom It May Concern:

In today's fast-paced world, where attention is the currency, creative and innovative solutions are essential for business success. Using the latest computer software or working 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 specialize in developing layouts and designs that bring brands to life and achieve business goals. Transforming creative concepts into graphic realities both motivates and drives me. I'm confident my creative passion and dedication can help your business thrive.

I've successfully completed hundreds of graphic design projects, overseeing the entire process from conceptualization to delivery. This experience has given me a deep understanding of how to craft visuals that effectively communicate a brand's message and resonate with audiences. My goal is always to exceed expectations by implementing creative solutions that increase engagement, drive customer acquisition, and boost revenue.

I've had the privilege of working with companies such as T&S Therapy Centre International, TMJ & Sleep Therapy Centre of San Diego, Diamond Orthotic Laboratory International, Centerplate, Sycuan Casino, and others. My contributions have ranged from rebranding efforts that generated significant revenue increases to website designs that improved organic traffic through effective SEO strategies.

Here are a few highlights of my skills and accomplishments:

- Rebranded businesses to achieve over 50% revenue growth.
- Developed marketing programs that exceeded business objectives and boosted revenue by over 70%.
- Designed and managed SEO-optimized websites to enhance online visibility.
- Managed budgets from a few hundred to several thousand dollars while maintaining strict deadlines.

I graduated Magna Cum Laude from The American Intercontinental University in Los Angeles, earning a BA in Fashion Design and a BA in Marketing, and hold an AA in Graphic Design from Southwestern College. I'm highly skilled in Adobe Creative Suite and Microsoft Office, with a strong ability to lead teams or work independently.

I'd love to help bring your ideas to life and discuss how my skills can align with your business goals. You can view my portfolio at MarisolIAGD.com, and I'd welcome the opportunity to collaborate and create something extraordinary together.

Thank you for your time and consideration.

Best regards,

Marisol Alvarez
www.marisolagd.com | hola@marisolagd.com



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Portfolio: marisolagd.com

Creative Artist | SEO-Driven Graphic Designer | Digital Marketing Specialist

Work History: **Freelance Graphic Artist | Marisol Alvarez | Graphic Design** 04/21-Present | San Diego, CA | 619.616.1123

As a skilled freelance graphic designer, I combine artistic creativity with strategic expertise to craft impactful designs that enhance brand visibility and connect with target audiences. My diverse skill set includes creating custom graphic designs, local SEO-optimized marketing materials, invitations, brand identities, video editing, illustrations, logos, interior design solutions, website design, social media management, and content creation, offering clients comprehensive solutions tailored to their needs.

Key Responsibilities & Achievements:

- Custom Invitations, Flyers, and Posters: Designed eye-catching invitations, flyers, and posters that set the tone for unforgettable events and foster audience engagement.
- Unique Brand Identity Design: Developed cohesive visual identities that reflect client stories and resonate with their markets, boosting brand awareness and customer loyalty.
- SEO-Optimized Marketing Materials: Created brochures, business cards, book covers, print/digital ads, expo signage, and building displays to amplify clients' messages and increase their visibility in search engines.
- Interior Design Visual Concepts: Designed custom visual layouts, mood boards, and graphics for interior spaces to align with brand aesthetics.
- Web Design Expertise: Created user-friendly, visually appealing, and SEO-optimized websites that enhance clients' online presence and drive organic traffic.
- Strategic Social Media Management: Developed tailored strategies, designed engaging posts, and created original content to grow clients' audiences across platforms, focusing on digital branding.
- Data-Driven Marketing Solutions: Leveraged market trends and competitor insights to position brands for growth in competitive markets.
- Professional Video Editing: Turned raw footage into polished, emotionally resonant stories to captivate audiences.
- Custom Illustrations: Created visuals that simplify complex ideas, increase user engagement, and enhance content appeal.
- Memorable Logo Design: Designed timeless logos that encapsulate brand essence and create lasting impressions, ensuring brand recall.

Marketing Director at T&S Therapy Centre International

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

With six years of experience, I developed impactful marketing strategies and designed SEO-driven websites to boost online visibility and strengthen brand recognition. I managed a variety of marketing materials and social media content to expand the brand's reach.

Key Responsibilities & Achievements:

- Designed letterheads, brochures, booklets, manuals, book covers, illustrations, and print/digital ads to strengthen brand image.
- Created invitations, newsletters (print and digital), targeted email campaigns (e-blasts), billboards, and promotional videos, driving engagement and conversions.
- Managed the company's social media platforms, crafting engaging, SEO-friendly posts to increase brand awareness and online following.
- Contributed to event planning for dental expos, designing giveaways, expo signage, and promotional materials to enhance event branding.
- Collaborated on producing a radio show, enhancing the company's thought leadership in healthcare marketing and audience engagement.



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Booth Catering Assistant at Centerplate

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

I played a pivotal role in creating food and beverage vendor contracts for prestigious expos and trade shows. I collaborated with vendors to develop innovative marketing strategies and designed event-specific promotional materials.

Key Responsibilities & Achievements:

- Managed vendor contracts, ensuring alignment between offerings and agreements for high-profile events.
 - Developed high-impact trade show marketing strategies to boost booth traffic and engagement.
 - Designed food and beverage signage, menu cards, product packaging, flyers, invitations, and trade show marketing collateral to ensure impactful branding.
 - Maintained quality standards while collaborating with vendors and event organizers to ensure seamless project completion.
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- Highly Reliable: Consistently meets deadlines and delivers quality work on time.
 - Effective Visual Communicator: Uses graphic design expertise to convey complex ideas clearly and impactfully.
 - Problem Solver: Identifies challenges and provides innovative design solutions to meet client needs.
 - Client Relationship Builder: Establishes strong, trust-based relationships with clients, ensuring repeat business.
 - Multi-Project Management: Skilled in managing multiple projects simultaneously and ensuring timely delivery.
 - Detail-Oriented: Ensures accuracy and consistency in all deliverables.
 - Independent & Team-Oriented: Comfortable working both independently and as part of a collaborative team.
 - Thrives Under Pressure: Excels in high-pressure environments while maintaining quality.
 - Advanced Time Management: Prioritizes tasks effectively to meet deadlines across competing demands.
 - Bilingual: Fluent in English and Spanish, enabling better client communication in diverse markets.

Skills & Abilities:

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

Knowledge of Web Design Applications:

WordPress | HTML | Figma | Wix | Shopify | Canva | iContact | Brevo | GoDaddy | Squarespace

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