



# DANIELLE MIRANDA

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## EDUCATION

2020 | American River College

### AA Marketing

2016 | DeVry University

### BS Multimedia Design & Development

*Concentration in Graphic Design & Development*

## SKILLS

Adobe CC

Print Design

Social Media

Marketing

## EXPERTISE

Microsoft Suite Customer Service

Photoshop Social Media

Illustrator Branding

InDesign Advertising

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## EXPERIENCE

### June 2020 - Present

**Client Coordinator** | Redstone Print and Mail | *West Sacramento, CA*

Compile and maintain records on client accounts. Screen feedback and requests from clients and liaise with relevant departments within the organization to provide solutions. Build and maintain close relationships with clients.

- Direct internal cross-functional departments on client expectations
- Work collaboratively across teams to ensure work orders are processed efficiently and correctly
- Monitor mail/USPS logistics and schedule proper due dates for client jobs
- Present information on challenging situations to clients and sales

### April 2014 - June 2019

**Freelance Graphic Designer** | *Sacramento, CA*

Design mock-ups, set-up, and proofing. Manage outsourced printer collaboration, meeting and appointment coordination/organization. Meet with clients to determine marketing/design vision, scopes of work, and budgets.

- Create efficient deadlines for individual projects
- Develop digital advertisements, print collaterals such as flyers, literature and direct mail
- Maintain professional relationships and working communication with clients
- Provide timely communication and proficient customer service

### September 2016 - December 2018

**Lead Graphic Designer** | Avalon Printing & Graphics | *Roseville, CA*

Execute graphic design concepts to meet client visions. Supervise, train and assist design team. Maintain schedules and project turnaround times. Design for a wide variety of mediums including social media graphics & ads, printed sales collateral, website graphics, front end development, etc.

- Offer exceptional customer service in fast paced environment
- Update and maintain marketing, and sales collateral to ensure in-house brand consistency
- Collect, manage, and edit digital assets, including photographs, vector images, patterns, and icons
- Clearly communicate design rationale to clients and maintain close working relationship
- Evaluate design problems and present designs to clients on the phone, in person, and via email

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## EXPERIENCE (continued)

### June 2016 - August 2016

#### Graphic Design & Marketing Intern | PRA Location Services | *Folsom, CA*

Re-image print marketing material following new brand style guide. Communicate efficiently about project needs and expectations. Set up meetings for projects and schedule deadlines.

- Design material following proper media and compliance protocol per project
- Work independently on assigned projects
- Create print marketing campaign & present to executive team (CEO, COO, etc)
- Stay organized and creative with excellent verbal and written communication skills

### June 2015 - August 2015

#### Graphic Design & Social Media Intern | Blue Line Arts | *Roseville, CA*

Work with Program and Marketing Manager to build brand identity online through social media, and website.

- Create social media calendar and manage material for social media and website posts (Facebook, Twitter, Instagram)
- Develop brand style guide utilizing previous design styles
- Utilize Adobe Creative Suite and MS Office to complete design projects, including website content, posters, flyers and online magazine spread

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## VOLUNTEER WORK

### 2020 - Present

#### Character Actor and Operations | League for Hope | *Sacramento, CA*

- Visit children's hostipals and participate in community outreach in full costume - depict charters with voice, appearance and body language.
- Follow rules, regulations, and meet compliance requirements set by the hospital.
- Maintain social, ethical and organization values; respecting the confidentiality of personal and proprietary information
- Assist other league members with crafting knowledge and skills

### July 2018 - Present

#### Convention Promoter | SacAnime | *Sacramento, CA*

- Promote main and affiliated conventions during promotional events prior to conventions
- Maintain professional persona while broadcasting on live television
- Build good relationships during conventions to maintain friendly and safe environments
- Promote inclusive and safe environments for all convention attendees regardless of race, ethnicity, religion, or sexual orientation