



aaron amara

CONNECT

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GRAPHIC DESIGN

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Express

DIGITAL MEDIA

Facebook
LinkedIn
Instagram
YouTube
Constant Contact
MailChimp

WEB

HTML 5
CSS 3
Adobe Muse
Wordpress
Google Analytics

ADMINISTRATIVE

MS Word
MS Excel
MS Powerpoint
End User IT Support

PERSONAL INTERESTS

Pets
Running
Swimming
Drone Photography
Hiking

Marketing & Design Specialist

Proven history of client/sales professional satisfaction, elevating company image, improving practices and cultivating business growth.

Experienced marketing & design specialist with a passion for service, attention to detail and a willingness to learn new techniques and strategies. Skilled in design, advertising, marketing strategy, graphic applications, digital media and website maintenance. Analytical thinker with leadership experience, coupled with a creative background, providing a solid foundation for strategic planning, brand management and business development.

Core Competencies

Marketing Department Management • Integrated Marketing • Corporate Branding
Campaign Design & Execution • Proposal & Presentation Production
Sales Lead Generation • Project Coordination & Negotiation • Analytic Research
Market Research & Analysis • Vendor Account Management • Digital Marketing
Social Media • Team Building & Creative Direction • End-User IT Support

Experience

Pearson Realty/Newmark Pearson Commercial 2007 - Current

Began as a graphic designer serving Newmark Pearson Commercial before being promoted to current position, Marketing Director. Responsible for in-house marketing department. Involved in all aspects of marketing from print and web to research and IT, as well as production work.

Freelance Design 2005 - Current

Served several clients in creating brand identities, direct mail, flyers, menus, and floor plans. Currently offering only pro bono services to select non-profit groups.

Jeffrey Scott Advertising, Intern 2000- 2002

Art Department Intern and Courier. Assisted designers with day-to-day responsibilities to help keep the team efficient while learning from the experience.

Education

CSU Fresno

Bachelor of Arts in Art - Graphic Design Option.

Cal Poly, San Luis Obispo

Attended Cal Poly following high school for 2.5 years. Studied general education and the Agricultural Sciences before transferring to Fresno State.

Geekwise Academy, Bitwise Industries

Completed the Bootcamp series to satisfy the desire to be able to code websites using HTML and CSS to compliment my graphic design and digital media skillset.

www.aaronamaral.com