



ANNETTE LOPEZ

CREATIVE & MARKETING LEADER

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QUALIFICATIONS

Highly creative and collaborative leader with extensive experience in marketing and design. Dynamic team player with exceptional interpersonal skills and well-developed written and verbal communication abilities Experienced in event and trade show planning from budget management to design. Highly skilled in client and vendor relations and negotiations; building and maintaining partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments. Creative experience in the following:

Print

- Corporate Identity
- Direct Mail
- Brochures
- Packaging Design
- Pop up Displays
- Magazine Covers / Spreads
- Annual Reports & Handbooks
- Collateral
- Billboard

Store / Trade Show

- Event Planning
- Budget Management
- Store Layout
- Exterior Signage
- Merchandise Displays
- In store Signage
- Wall Displays / Murals
- Window Displays
- Trade Show Concept Design

Digital

- Digital Marketing
- Social Media Campaigns
- Google AdWords
- UI/UX Design
- CMS
- Web Maintenance
- Email Campaigns
- Video Editing

PROFESSIONAL EXPERIENCE

Celluphone, Inc., Los Angeles, CA

2006 - Present
Creative Marketing Manager

Successfully manage and coordinate marketing projects from concept through completion. Work closely with a team to create vision, conceive designs, and consistently meet deadlines and demands. Coordinate and negotiate with vendors to get the best possible bid according to budget requirements. Manage all merchandising marketing materials for different markets from purchasing to distribution. Design and collaborate with contractors on new store layouts. Create an design marketing multiple marketing campaigns.

Key Achievements:

- Manage all marketing campaigns including budget.
- Successfully launched multiple marketing campaigns increasing revenue and foot traffic for multiple businesses.
- Produced floor layouts and graphics for store buildouts resulting in 20 store openings, 10 in one year & 3 within two weeks.
- Designed and produced all graphics and elements for multiple trade shows, events & summits.
- Recognized in all of the company's core values and selected as president's choice of the year.

PROFESSIONAL EXPERIENCE Cont.

Typebox, Hollywood, CA

2005 - 2006

Graphic Designer / Production

Worked with various companies, from car dealerships to health institutions in designing invoices, brochures, receipts, flyers, news letters, and legal documents. Assisted start-up organizations and small businesses in creating their corporate identity. Worked in prepress as well as post production by preparing negatives and metal plates for print and following through with collating, binding, padding, sorting and shipping.

Key Achievements:

- Gained Full understanding of the printing process from pre-print to post production. This increased the productivity of the printshop and helped gain more clientele.

Floodgate Media, Signal Hill, CA

2005

Graphic Designer Intern

Learned the logistics of running a design company. Assisted in designing marketing and promotional materials. Participated in the production of print and promotional items for key clients under the direction of the lead designer. Collaborated with other team members in the roll out of a magazine both print and web versions.

EDUCATIONAL BACKGROUND

Brooks College - Long Beach, CA

Associates of Science Degree, Graphic Design

April 2004 – September 2005

TECHNICAL PROFICIENCY

Adobe Creative Suite CC

Photoshop
Illustrator
Indesign
Animate
Dreamweaver
Premiere

G Suite

Google Docs
Google Sheets
Google Forms

Microsoft Office

Word
Excel
Powerpoint

PC and Mac Proficient

macOS High Sierra
Windows 10
Microsoft Exchange

ORGANIZATIONS & COMPANIES

Companies

- Verizon Wireless
- Samsung
- LG
- HTC
- Motorola
- Multiple 3rd Part Accessory Vendors

Large Organizations

- Habitat for Humanity
- Red Cross
- Ronald McDonald House
- Rose Bowl Foundation

Small Organizations

- YPOLA
- GLCLA
- Jordan Jackson Group
- Children of the Night Organization
- Wisdom Lodge

"You'll miss the best things if you keep your eyes shut."

- Dr. Seuss