

LISA A. MARTINEZ

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RELATED WORK EXPERIENCE

Marketing Coordinator/Graphics Specialist 2014 – 2017

Tropitone Furniture Company, Brown Jordan - Irvine, CA

- Saved department thousands in color-correction and photo retouching costs by bringing tasks in-house.
- Oversaw the design and development of mobile relaunch of company homepage.
- Designed printed collateral and digital marketing pieces.
- Worked closely with developers and ecommerce sales teams to manage online product content.

Product Coordinator, AmericanTours International 2012

AmericanTours International - Los Angeles, CA

- Improved the design and function of bi-monthly email newsletter.
- Produced flyers for AAA Exclusive Getaway packages.

Graphic Design & Marketing Support, Freelance 2011 – 2013

Various Clients - Orange County, CA

- Created visual identity, logo, photography, website, flyers, posters, banners, direct mailers, and rock art display for student led exhibit at CSUF.
- Front-end web development for ad agency serving following clients: Arbitech, Samsung, Ficcadenti Waggoner & Castle Structural Engineers.
- Search Engine Optimization (SEO) for digital marketing firm serving the automotive industry.

RELATED VOLUNTEER EXPERIENCE

Graphic Designer 2017 - Present

Second Harvest Food Bank of Orange County - Irvine, CA

- Designed pop-up banners for Volunteer Department

SOFTWARE & PROGRAMMING SKILLS

Photoshop
Illustrator

InDesign
Adobe Creative Cloud

HTML + CSS
Drupal + WordPress

EDUCATION

Bachelor of Arts Double Major, Communications & Anthropology

2011

California State University, Fullerton