

ARIANNA ROSENTHAL | GRAPHIC DESIGNER

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EXPERIENCE

Graphic Designer + Production Manager | 08/15 - Present Bauman College, Penngrove, CA

Due to past successful performance with Bauman College, was recruited to return for the purpose of creating and administrating a new in-house design and production team. Duties include:

- Implementing new branding according to style guide
- Designing and producing marketing assets and curriculum materials, including print and web ads, social media campaigns, promotional materials, merchandise, course catalogs, textbooks, PowerPoint presentations, etc.
- Managing multi-phased projects and timelines, providing art direction, and implementing procedures resulting in improved interdepartmental communication and productivity
- Negotiating bids with printers and other vendors to minimize costs

Freelance Graphic Designer | 09/05 - Present Arianna Rosenthal Designs, CA

- Designed identities, business systems, web sites, packaging, and marketing collateral for various clients, including Bauman College, Fiat Luxe Designs, 6th Street Playhouse, Sonoma Body Balance, Remote Satellite Systems, Prima Bella, WISH (Women in Spiritual Harmony), Ziggybuilt Performance, etc.

Assistant Property Manager | 03/14 - 08/15 Maynard Rich Management Company, San Francisco, CA

- Provided superior service to residents and home owners
- Supervised concierge and maintenance staff and coordinated maintenance of facilities and grounds
- Mitigated emergencies and other sensitive situations
- Planned and managed events
- Liaised with the Board of Directors and committee heads
- Performed regular audits of all records and documentation
- Performed payroll services, assisted with various HR tasks, and managed budgets and accounting

Graphic Designer + Marketing Specialist | 03/13 - 03/14 Creative Services Coordinator | 03/12 - 03/13 Bauman College, Penngrove, CA

- Promoted to specialist role within first year
- Updated branding, redesigned website, and increased brand awareness through redesign of marketing collateral
- Developed key marketing campaigns and increased engagement, inquiries, and enrollments
- Managed media contracts and schedules, negotiated rates and terms, and designed digital and print ads
- Negotiated bids and coordinated project timelines with printers and other vendors
- Managed all social media accounts, created daily social posts, and designed and wrote monthly e-newsletters
- Planned, coordinated, and managed outreach events

Graphic Designer + Production Manager | 01/10 - 03/12 Fiat Luxe Designs, Santa Rosa, CA

- Designed identity, business collateral, website, packaging, marketing materials, new products, and email campaigns
- Managed production team, schedules, and interviewed and trained new staff

(Continued)

Graphic Designer | 01/08 - 06/09 Associated Students Inc, Cal Poly, San Luis Obispo, CA

- Developed standardized project archiving system
- Designed large-scale integrated marketing campaigns for campus-wide events including posters, postcards, mailers, t-shirts, web graphics, etc.
- Negotiated bids and coordinated project timelines with printers and other vendors

STRENGTHS

Digital Literacy

- Mac and PC platforms
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat Pro
- Microsoft Office Suite
- MailChimp
- Wordpress and Joomla
- Photography

Other Skills

- Project management
- Event planning
- Photo shoot coordination
- Client/vendor relations
- Copy writing/editing
- Content development
- Excellent written and verbal communication
- Effective multi-tasker
- Organization

EDUCATION

BFA: Art + Design, Graphic Design Concentration | 09/05 - 06/09 | Cum Laude California Polytechnic State University San Luis Obispo, CA

PROFESSIONAL DEVELOPMENT

Communication Skills for Women | 12/16

Project Management Workshop | 10/16

How Managers Become Great Leaders | 09/16

Dealing with Difficult People | 03/16

Making the Transition from Staff to
Supervisor | 02/16

How to Become a Great Communicator | 01/16

Fred Pryor Seminars and CareerTrack

REFERENCES

Available upon request