



## MARIELA ARGUETA

### SR. GRAPHIC DESIGNER

#### CONTACT

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 702.802.8292

#### SKILLS

##### GRAPHIC DESIGN

- Print Design
- App Design
- Social Media Design
- Web Graphics
- Illustration
- Editorial Layout
- Business Card & Stationery Design
- Digital Ads
- Typography
- Motion Graphics

##### CREATIVE DIRECTION

- Creative Campaign Development & Execution
- Project Management
- Communication & Leadership skills
- Interpersonal & Relationship-building

##### SOCIAL MEDIA

- Social Media Account Management
- Exclusive social events and giveaways
- Content Creation

##### MARKETING

- Event Organization (Meet & Greet, Watch Parties, Grand Openings and beer festivals)
- Marketing Promotion Copywriting, Development & Execution

##### SOFTWARE

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, After Effects and Lightroom)
- Microsoft Office (Word, Excel and Powerpoint)
- Project Management Software

##### BILINGUAL

- Spanish
- English

#### PROFILE

I am a creative professional who has been creating vector points and exploring layers for over 8 years. Over my experience, I have grown my skills in Illustrator, Photoshop, InDesign, motion graphics, marketing and project management. I'm an optimistic person with a passion for life who is always on the hunt for her next adventure.

#### EXPERIENCE

##### SENIOR GRAPHIC DESIGNER

ROYAL INK DESIGN

APR. 2022-PRESENT

After my break, I got the opportunity to come back to my previous position. I began taking on more of a leading role and working on larger projects such as app and web design. I also continue to work on various projects and designing social content for multiple clients.

##### CAREER BREAK

HEALTH & WELL-BEING

DEC. 2021-MAR. 2022

##### SENIOR GRAPHIC DESIGNER

ROYAL INK DESIGN

JUN. 2021-NOV. 2021

I worked in a fast pace environment along side the Chief Creative Officer. I worked on various projects and designed social media content for a multitude of clients. I would often have to pivot and work on last minute design requests

##### GRAPHIC DESIGNER

E-CIG DISTRIBUTORS

FEB. 2020-JUN. 2021

The sole designer on the marketing team that designed and helped execute promotions in the vape industry. The work included, web graphics, digital ads, email blasts and motion graphics. Among the design work, we tracked sales and performed A/B testing based on the data retrieved.

##### MARKETING & SOCIAL MEDIA COORDINATOR

PT'S TAVERNS, SUBSIDIARY OF GOLDEN ENTERTAINMENT, INC.

2018-2020

I helped market gaming promotions by developing and marketing advertising campaigns for 60+ taverns. Continued managing and monitoring the social media platforms for PT's Taverns. Additional tasks involved, tracking sales data, maintaining promotional material inventory, planning meetings, maintaining databases and preparing reports.

##### GRAPHIC DESIGNER II

GOLDEN ENTERTAINMENT, INC.

2017-2018

I was promoted in my graphic design role which included taking on larger projects. While working, I had the opportunity to manage, monitor and create content for the PT's Taverns social Media platforms. I also joined in on conversations about strategies to help raise brand awareness, improve marketing efforts and increase sales.

#### EDUCATION

##### ITT TECHNICAL INSTITUTE

2011-2013

AAS IN VISUAL COMMUNICATIONS

#### INTERESTS



MOVIES



TRAVEL



MUSIC



HOCKEY



HIKING