

GRAPHIC DESIGN | CONTENT DEVELOPMENT | SOCIAL MEDIA | MARKETING

Visual Information Specialist leveraging 13+ years of proven experience across the federal government, small business, and corporate marketing industries. Demonstrated proficiency in delivering on both assigned duties and anticipated needs while under minimal supervision. Skilled in leading the creation process and creating high quality, professional publications and materials. Possesses a strong background in Graphic Design, Website and Social Media Management, Digital Marketing, Digital Publishing, and Photography. Career supported by a Bachelor of Business Administration in Marketing.

PROFESSIONAL EXPERIENCE

VISUAL INFORMATION SPECIALIST (Series & Grade: 1084 | NF4)

04/07/2022 – Present

Department of the Army, IMCOM G9, Family & MWR Headquarters, 2405 Gun Shed Rd., Ft. Sam Houston, TX

Hours per week: 40/Full time

CREATIVITY AND INNOVATION: Designed, developed, and produced visual information products for external and internal audiences, including print, web, animation and video productions. Independently created content for digital and web platforms, print, press releases, video scripts, Twitter, LinkedIn, Facebook, Instagram, and advertising purposes. Traveled to various locations and events to capture and publish photography, videography and social media content. Used skills and creativity to identify, develop, and support new trends in visual media technology, motion graphics, web applications, graphic design tools, streaming media and digital video. Applied innovative solutions to problems; such as incorporating reels (short form video content) into the organization's visual and social media strategies in order to grow reach and engagement on the various platforms. Specialized in graphic design for a variety of productions using industry standard design software and visual art production equipment and technology (Adobe Design Suite); such as brochures, posters, exhibits, posters, videos, animations, slide shows, and diagrams for use in presentations, web-based information, and other communication media suitable for marketing and publicity. Evaluated strengths and weaknesses of programs. Determined optimum marketing mix to achieve objectives.

ATTENTION TO DETAIL: Prepared and coordinated social media, web, digital, and print publications using content management systems. Researched and developed social media, branding and workflow standard operating procedures, guidance, and strategic direction, implemented in U.S. Army MWR marketing offices globally. Monitored and analyzed social media and website performance metrics to guide and improve the content, functionality, and interactivity of each platform. Prepared estimates of funding requirements, wrote specifications, and monitored contractor's performance throughout the entire process. Worked with account managers and senior leadership to establish an approval process for their projects. Made oral presentations of analysis, research, and recommendations to leadership and key stakeholders. Wrote communication strategies for division chiefs and leaders to execute. Proposed and implemented solutions that improved the impact of the headquarters social media marketing communication plan. Booked official travel and managed travel expenses in the Defense Travel System (DTS). Prepared designs for print, proofread and ensured there were no errors; managed and coordinated printing for the organization using The Defense Logistics Agency (DLA) printing service. Maintained and operated the office printers, large format plotter and other printing equipment. Developed appropriated and nonappropriated fund budgetary requirements for marketing coordination.

CUSTOMER SERVICE AND PROFESSIONAL COMMUNICATION: Collaborated with members of the communications, web, digital, and advertising teams, and Headquarters, regional and installation directors to define content goals and communication strategies. Worked with customers (senior leadership and division chiefs) to assess their needs, provide information, assistance, recommendations and resolve their problems within resource limitations. Anticipated and met the needs of both internal and external customers. Collaborated with Public Affairs Officers on communication strategies to synchronize messaging and release of information on social and digital platforms. Engaged and responded to messages and comments on social media platforms. Established strong customer relationships that led to repeat business and additional opportunities. Took Civilian Education System (CES) training that taught how to create corporate visioning and culture. Collaborated with teammates and the entire organization via Microsoft Teams. Created clear and concise communication documents for decision makers. Created spreadsheets for our department to track processes. Developed and made written and oral presentations about technical materials to nontechnical personnel.

LEADERSHIP AND INTERPERSONAL SKILLS: Spearheaded a monthly collaboration meeting of U.S. Army MWR supervisors, graphic designers and content creators located at installations worldwide to teach, mentor and collaborate with them on: improving design, strategy and creation skills, social media performance, identified development opportunities, and empowered them to become change agents within the organization and their community. Led marketing supervisors in fostering open feedback and communication, continued development of design and content creation skills, and responsibility to develop their own subordinates. Attended Social Media World Conference and received training on designing strategic communication. Served on the organization's organization day planning team; set-up and executed events. Planned and coordinated division events that promoted camaraderie and employee recognition (birthdays, farewell, holiday parties). Organized audiovisual equipment in advance.

EDITORIAL ASSISTANT, DIGITAL PUBLISHING (1001-GS07 Step 5)

09/01/2019 – 04/06/2022

Department of the Air Force, Defense Language Institute English Language Center, 2235 Andrews Ave, Lackland AFB, TX
Hours per week: 40/Full time

CREATIVITY AND INNOVATION: Developed layouts and designs for globally distributed textbooks accredited by the English Language Program. Created digital and print materials using a variety of tools including Adobe InDesign, Photoshop, Illustrator, Acrobat Pro, and Microsoft Office products to produce and publish impactful materials. Created web-based information, pamphlets, and other communication media for marketing and publicity that increased the awareness of departmental activities and attracted new and repeat customers. Designed, developed, and produced visual information products for external and internal audiences, including print, web, digital and video productions.

ATTENTION TO DETAIL: Reviewed printed material for accuracy, completeness and quality. Made adjustments to produce highest quality results. Received work order requests. Maintained and updated the internal content management system to ensure accurate record-keeping. Maintained inventory of graphic design equipment and visual assets. Developed timelines for production. Collated, assembled and prepared materials. Set up, operated and maintained large format printers and other machinery for production of printed material through typesetting, binding, offset printing, and lithography. Performed routine maintenance on equipment. Identified and reported malfunctions.

CUSTOMER SERVICE AND PROFESSIONAL COMMUNICATION: Met with customers of different technical backgrounds (senior leadership, division chiefs, content writers) to assess their needs, provide information, recommendations and fulfill their production requirements. Made written and oral presentations about technical materials to nontechnical personnel. Served on the EEO committee/ Diversity and Inclusion board as a graphic designer and presenter for EEO events that fostered inclusivity, teamwork and collaboration; created presentations and videos for virtual environments. Planned and coordinated division events that promoted camaraderie and employee recognition. Contributed to the effectiveness of the recruiting programs by meeting the informational needs of both internal and external publics. Performed delivery services.

VISUAL INFORMATION SPECIALIST

10/01/2016 – 04/01/2022

Janay Flowers Media, San Antonio, TX

Hours per week: 20/Part time

Supervisor: Self-employed

DEVELOP MEDIA PRODUCTS: Planned, prepared, and created photographs, publications, illustrations, drawings, and other artwork to meet clients' needs. Developed modern and engaging multimedia content such as infographics, photographs, animated videos, which promoted public awareness of the company's mission. Designed and maintained the company website and social media feeds reaching over 9,000 followers; ensured all platforms were mobile-responsive and utilized search engine optimization. Managed a database of pictures, images, graphic icons, statistical graphs, and other in-house graphics tailored to the business's marketing strategy.

DEVELOP COMMUNICATIONS AND SOCIAL MEDIA STRATEGY: Created the digital strategy and campaign plans for managing marketing and social media programs and content marketing techniques in alignment with the client's goals.

BUSINESS MANAGEMENT AND ADMINISTRATION: Built and managed a small business serving as graphics and website designer, and photographer for portraits, events, reporting, and real estate. Organized and maintained the operational budget. Grew an organic and continuous client-base from the ground up, resulting in serving 100+ clients annually. Built and fostered client relationships to better understand and define their processes to produce a creative, visual product that delivers clear and accurate information.

VISUAL INFORMATION AND MARKETING SPECIALIST**02/01/2018 – 03/30/2019****The Mortgage Firm Tampa**, 8471 W Linebaugh Ave, Tampa, FL**Hours per week:** 40/Full time

DEVELOP MEDIA PRODUCTS: Created visually impactful and creative designs and content for web, social media, email, and print. Wrote a variety of articles, advertisements and other products to convey information and clarify the firm's operations, programs, and activities for internal and external audiences.

CUSTOMER SERVICE AND PROFESSIONAL COMMUNICATION: Maintained all social media platforms including Facebook, Instagram, Twitter, Eventbrite, LinkedIn, and MailChimp; distributed valuable, relevant, and consistent content to attract and acquire a clearly defined audience. Maintained the company's website. Spearheaded the planning and execution of 18 events for up to 200 guests, organizing vendors, coordinating communications, and ensuring smooth event flow. Formulated, developed, and implemented marketing plans including designing and testing marketing/ survey research.

SALES REPRESENTATIVE (0189-NF01)**10/01/2017 – 01/30/2018****Air Force, Force Support Squadron**, 3108 North Boundary Blvd, Bldg #926, MacDill AFB, FL**Hours per week:** 30/ Part time

COMMUNICATIONS AND MEDIA: Produced graphic designs and advertisements for a vast range of print and digital media. Maintained the Facebook page and posted valuable, relevant, and consistent content.

CUSTOMER SERVICE AND SALES: Communicated effectively with 400+ military customers by phone, e-mail, social media, and face to face to resolve their issues and ensure customer satisfaction. Sold tickets at a discounted rate while up-selling items to meet quarterly sales goals. Assisted in the daily operations of the office including mailings, answering phones, filling orders, and taking inventory.

MARKETING ASSISTANT (1101-NF03)**10/16/2016 – 04/30/2017****U.S. Army Family & MWR**, 2nd Street at South Loop, Bldg 550, Fort Irwin, CA 92310**Hours per week:** 40/Full Time

DEVELOP MEDIA PRODUCTS: Produced graphic designs for a vast range of print and digital media supporting organizational programs and facilities. Maintained the internal web systems using Concrete5 Content Management System with full permission to create the site, review content from program managers, edit, maintain, and launch updates. Edited and developed a wide variety of complex print and media productions involving visual images for both print and digital usage. Developed a variety of articles, news releases, and stories, conveying information to effectively clarify the organization's operation programs and activities.

COORDINATE MEDIA COVERAGE AND PUBLIC OUTREACH: Planned, coordinated, and executed promotions, special events, and promotional campaigns. Contributed to the management of crisis communications involving information to media, networks, and channels of communication to minimize the impact of negative press releases. Identified opportunities for digital marketing, targeting public relation efforts and new trends in visual media technology.

CUSTOMER SERVICE AND PROFESSIONAL COMMUNICATION: Communicated effectively with 30+ facility and program managers, command, and military, retirees, family members by phone, e-mail, website, social media, and face to face to resolve their issues and ensure customer satisfaction. Communicated campaign results to mobile-first social platforms. Provided the organization with policy compliant messaging responses on social media platforms. Assisted in the daily operations of the office including distributing work orders, answering phones, maintaining management systems, and more.

MARKETING ASSISTANT (1101-NF01)**09/11/2009 - 12/01/2013 & 12/28/2015 – 10/15/2016****U.S. Army Family & MWR**, Rhine Ordnance Barracks 162, 67661, Kaiserslautern, Germany**Hours per week:** 30/Part Time

PLANNED AND COORDINATED MEDIA PRODUCTS: Partnered with stakeholders to develop new objectives for publicity avenues, promotional publications, marketing, and advertising plans and objectives; represented the organization in weekly telephone conference calls with other agencies. Utilized industry-standard web software to launch, revamp, and maintain a multi-page website, integrating social media, as authorized in DoD and Army guidance while utilizing policies and guidelines concerning the use of the web. Created email marketing campaigns and strategies, ensuring the marketing message was clear, targeted the right audience, and conveyed specifics that could be easily understood. Developed complex themes through visual materials and concepts/ ideas for publicity, promotion, marketing, and print. Ordered supplies and maintained all inventory management and equipment.

DEVELOP COMMUNICATIONS AND SOCIAL MEDIA STRATEGY: Created the digital strategy and campaign plans for managing marketing and social media programs and content marketing techniques for digital operations in alignment with the organization and command's goals.

CUSTOMER SERVICE AND SALES: Communicated effectively with 60+ facility and program managers, command, and military, retirees, family members by phone, e-mail, website, social media, and face to face to resolve their issues and ensure customer satisfaction. Communicated campaign results to mobile-first social platforms. Provided the organization with policy compliant messaging responses on social media platforms. Facilitated weekly informational briefings to incoming soldiers about the organization. Assisted in the daily operations of the office including answering phones, maintaining management systems, and more.

BRAND AMBASSADOR**02/01/2014 – 10/01/2015****Cowgirls Unlimited, Inc.**, 10818 Gulfdale St, San Antonio, TX 78216**Hours per week:** 20/ Part time

BRAND MANAGEMENT AND PROMOTION: Promoted national brand names for all Silver Eagle Distributors through interactions with customers and sales prospects. Captured photos of customers, encouraging them to tag the company on social media platforms to increase engagement. Conducted surveys that provided statistical information to develop demographic and consumer preference profiles.

EDUCATION | CERTIFICATION

Bachelor of Business Administration in Marketing | University of Texas at San Antonio
Associate in Business Management | University of Maryland University College **Social Media Marketing Information Systems** | Trident University International *Specialized Training:*

Emerging Leader Course (ELC) | Speaking Effectively | Cyber Awareness Challenge | Force Protection Religious Freedom Training | Basic Still Photography | Introduction to Basic News Writing | Media Operations Studio Photography | Video Accessioning

NOTABLE AWARDS

IMCOM, G9 Marketing Employee of the Second Quarter 2023 | Department of the Army Achievement Medal for Civilian Service | 37 TRG award recipient of Civilian Non-Supervisory, Cat II of the 4th Quarter

TECHNICAL PROFICIENCIES

Software: Microsoft Office Suite 365 (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite

Social Media: Facebook, Twitter, Instagram
Operating Systems: Mac and Microsoft Windows