

RENEARMENDARIZ.com

915.494.2491 | rgarmen@outlook.com

CREATIVE MEDIA & MARKETING MANAGER

Greater Louisville, Inc. | July 2016 - Present

- Worked in a cross-functional team environment in order to lead the development and implementation of marketing plans for products and services in support of company events, programs and membership sales products that reinforce the company brand identity and experience
- Responsible for developing and executing marketing and graphic design for creative pieces that promote company products and services to its members and the community including printed collateral materials, electronic communications, etc.
- Managed all aspects of videos and digital video needs – forecast needs, design, produce, shoots, and remained current on development and applications of state of the art video production technology
- Developed and managed LiveInLou.com, a website created to attract professional talent to the Greater Louisville region
- Prepared budget estimates, monitored expenditures and recorded invoices
- Developed and assisted in execution of social media strategies
- Developed and maintained a library of video footage, photos, graphics, etc.
- Coordinated and tracked all media/promotional efforts

GRAPHIC DESIGNER

YWCA El Paso del Norte Region | September 2014 - July 2016

- Production of print and digital communication which included annual reports, fliers, brochures, posters, logos, advertising campaigns, billboards and online imagery as well as banners, and signage
- Prepared all print materials for production
- Determined cost effective, and innovative ways to meet the printing requirements of departments
- Partnered with internal department team to conceive, develop and execute new branding, marketing, and advertising campaigns for events and programs
- Produced video advertisements for public relations events which included: writing, filming, and editing.
- Represented the Creative Services team in meetings and communication with board members
- Developed instructional videos for Human Resources department which included filming and editing

GRAPHIC DESIGNER (Intern/Contractor)

Townsquare Media El Paso | Contractor: May 2014 - Present Intern: Feb. 2012 - May 2014

- Developed graphics and layout for product illustrations, company logos, and websites
- Production of print and digital communication designs for all station events which included event logos, posters, web graphics, and original illustrations
- Photographer for all promotional events hosted by TownsquareMedia (As an Intern)
- Worked closely with sales team to discuss and determine layout design for advertisements

SKILLS AND KNOWLEDGE

- | | |
|--|---|
| <ul style="list-style-type: none">• Strong knowledge of Adobe Creative Suite (Ps, Ai, Id, Lr, Dw)• Strong knowledge of Adobe Premiere Pro• Proficient knowledge of Adobe After Effects• CMS based web design + maintenance• Wordpress website design + maintenance | <ul style="list-style-type: none">• Microsoft Office• Proficient in both Mac + PC• 10+ years experience of video production and editing• Photography• Animation |
|--|---|
-

BACHELOR OF FINE ARTS w/ Emphasis in Graphic Design

Minor in Digital Filmmaking | New Mexico State University | May 2014