

RODRIGO POOL

GRAPHIC DESIGNER & MARKETING | MULTI-MEDIA ARTIST

Rodrigogpool@gmail.com | www.lifedesigned.net

OBJECTIVE

Designer certified in all facets of Adobe Suite, InDesign, creative marketing, and editing.

SKILLS

Skilled at collaborating with all members of an organization to achieve design goals. Instrumental in streamlining and improving processes.

ACE (Adobe Suite) Certified

Written and Spoken Fluency in English and Spanish

EXPERIENCE

NEW OASIS INTERNATIONAL, HERNDON, VA 2017- PRESENT *ART DIRECTOR*

- Manage and design all social media campaigns and branding.
- Create and manage branding materials for New Oasis.
- Head of creation for the new branding guide.
- Work with vendors in the creation of print documentation & signage

VECTOR SECURITY, GAINESVILLE, VA 2015- 2017 *PROJECT COORDINATOR/GRAPHIC DESIGN*

- Manage changes to the project scope, project schedule, and project costs using appropriate verification techniques.
- Created and maintained comprehensive project documentation, plans and reports.
- Design installation guides and instructional manuals.
- Design troubleshooting guide resulting in easier installations and increased efficiency.

LIFE DESIGNED - HAYMARKET, VA 2008 - 2016 *MANAGING DIRECTOR*

- Consult on, develop, and manage full service promotional campaigns for business owners and non-profit organizations.
- Designed print and online marketing materials for over 25 clients.
- Build brand awareness for clients through traditional and social media outlets.
- Develop animations, creatives, and multimedia campaigns.

ZEMFIRA STAGE, FALLS CHURCH, VA 2013 - PRESENT *LEAD DESIGNER AND ART DIRECTOR*

- Develop full service promotional campaigns for theatrical shows and productions, resulting in increased ticket sales.
- Design and manage social media campaigns.
- Re-branded the organization and established a wider online presence to increase community accessibility.



EMAIL



WEBSITE



(703) 909 - 1428



LINKEDIN URL



EDUCATION BACHELOR OF FINE ARTS • JUNE, 2008 • SANFORD-BROWN COLLEGE

Graphic Design & Marketing, Mclean, VA, 2008

- *Adobe CS6 Certification, 2008*

INTERNSHIP • OCTOBER, 2007 • DC LIFE MEDIA

Graphic Design & Marketing Internship, Arlington VA.

SKILL SET

BRANDING & MARKETING:

- Advertising Design, Logo, Illustrations, Print Design, Stationary & Business Card Design, Website Layout Design and Social Media Marketing.
- 2D Animation and Motion Graphics.

FILM & AUDIO EXPERIENCE:

- *Expert level knowledge of Adobe Premier, After Effects Final Cut, Fruity Loops and Adobe Audition.*

EXPERT LEVEL PROFICIENCY IN:

- *Adobe: Photoshop, illustrator, InDesign, Flash, Audition and Dreamweaver.*
- *Microsoft: Word, Excel, PowerPoint, OneNote and Outlook.*

Skilled at working in a fast-paced environment and developing creative solutions for trending topics including PR opportunities; such as article mentions and social media events.

Established and developed design solutions in accordance with Brand equities.

Up to date with the latest techniques and technologies to build and expand Creative + Content Marketing reputation as a leader in Digital solutions.



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