

Hi there! My name is Kayla Martinez and I've been actively creating, designing, interacting, and working, for over 12 years, with companies from a wide variety of industries. With a strong skillset in communication and teamwork, I thrive in both group and individual settings at work. Organization and deadlines are my love languages as a designer so that I can stay on track to get projects done on time for employers, co-workers, customers, and clients alike. I am excellent at giving and receiving direction on all objectives. I excel in staying highly focused on outcomes in my design work, pushing toward goals, not just making pretty designs that lack purpose and intention.

Skills

Adobe Creative Suite

Advanced experience in programs including: **Photoshop**, **InDesign**, and **Illustrator**.

Web Design, Emails, & Coding Languages

Knowledge in web design layout, **HTML**, and **CSS**, including utilizing these languages in **Dreamweaver**. Specialization in **Wordpress** website design.

Communication Skills

Strong communication with coworkers, clients, employers, and employees. Thrives in both group and solo environments with deadlines. Always keeping positive relationships with all individuals.

Accomplishments

Educated at one of the top design schools, graduating with honors and a 3.75 GPA. Accepted into Phi Kappa Phi Honor Society & Golden Key International Honour Society, both in the Graphic Design department.

Experience

Product Marketing Coordinator / Graphic & Web Designer | October 2020-Present | Aleo Lighting

- Worked directly with the President to create corporate branded designs for catalogs, email blasts, social media posts, website pages, and packaging for professional print and web distribution.
- Communicated with all departments to establish accurate product specification details for marketing collateral.
- Strategized with the Sales team to focus on most popular and new products while gathering leads for the Sales team through the use of email blasts in a timely manner.
- Developed a marketing calendar to establish consistent content, that had not existed prior, that has **increased web traffic by 61% and social media page visitors by 30%**. As well as a regular flow of email blasts to Aleo's audience, developing interest in Aleo products.

Marketing Coordinator / Graphic & Web Designer | June 2018-September 2020 | OASIS Medical

- Collaborated with Sales and Marketing team to creatively develop designs for review and approval.
- Finalized designs for catalogs, brochures, ads, postcards, email blasts, web ads for professional print and web distribution.
- Took product photographs, edits, and prepares them for use in promotional advertisement and marketing pieces.
- Maintained corporate website content including text, images, and removing outdated content. Met deadlines for trade shows, advertisements, and corporate tasks.
- Coordinated and maintains 70+ trade shows and events on the trade show calendar while working with the Sales and Marketing team to ensure that all needed materials, forms, paperwork, and shipments are completed on time and effectively.

Senior Graphic Designer | August 2017-May 2018 | Frame It For Less Inc.

- Lead Designer and Sole Web Designer/Developer at this art consulting and framing company.
- Responsibilities included overseeing other designers, art direction, catalogs, e-blasts, front-end web design and development, photo editing and manipulation, print production layout, product photography.
- Built the Frame It For Less Inc. website single handedly, while managing and uploading 6,000+ items in the inventory for clients. Website traffic **increased by 30%**, resulting in the largest sales year in the company's history.
- Worked closely with the Art Consultant/Owner, co-workers, other designers, vendors, sales reps, and clients to complete each task accurately while following and meeting strict deadlines.

Art Director & Marketing Assistant | March 2015-August 2017 | Orange Coast Pneumatics

- Head Designer and Marketing Assistant at this pneumatic manufacturing and distribution company.
- Worked on collaborative marketing projects including email blasts, social media graphics, marketing materials in product shipments, catalogs, trade show planning, etc.
- Developed marketing efforts that **increased sold units by 30%** from 2015-2016. Part of the team that put Orange Coast Pneumatics on the Fortune 5000 List.
- Worked closely with the company owners while multi-tasking to effectively complete each project from start to finish. Scheduled weekly meetings to display and discuss all working projects for the company.

Art & Marketing Director | December 2013-February 2015 | Aroma Naturals

- Head Designer and Creative Director at this candle and personal care company.
- Responsibilities included advertising, art direction, marketing, print design, product photography, social media, web banners.
- Managed social media content and marketing the best sellers based on sales.
- **Page Likes increased by 11%, Page Views increased by 300%, Company Sales increased by 24%**.
- Worked closely with the company owners, outside design teams, vendors, and outside clients while multi-tasking to effectively complete each project from start to finish.

Junior Graphic Designer | June 2013-November 2013 | Low & Joe Creative

- Core Designer at this design firm with responsibilities including advertising, logo design, page layout, social media, web banners.

Education

California State University, Long Beach, 2014 - Long Beach, CA, United States | **Bachelor of Arts - Art - Studio Art, Cum Laude**
Mt. San Antonio College, 2012 - Walnut, CA, United States | **Fine Arts - Associate of Art**