

MAYA GONZALES

GRAPHIC DESIGNER/MARKETER

PORTFOLIO

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SUMMARY

Graphic designer & marketer specializing in developing strong branding strategies through art and graphics.

EDUCATION

San Diego Continuing Education

Interactive Media Certificate Program

University of California, San Diego (UCSD)

B.A Visual Arts- Film

SKILLS

DESIGN & RESEARCH

Branding
Layout Design
Flowchart Design
Data Visualization
Photography
Illustrations
Typography
Project Management

SOFTWARE

InDesign
Illustrator
Premiere Pro
Canva
Photoshop
Final Cut Pro X
Microsoft Office
Wix

CRM & NEWSLETTER PLATFORMS

Salesforce
Pardot
MailChimp

EXPERIENCE

MARKETING SPECIALIST

Exit Consulting Group, Inc., March 2022 - May 2024

- Served as lead graphic designer in the creation of and refining collateral templates for Sales and Client Consulting team, this includes side decks, welcome packets and client report documents.
- Collaborated closely with the CEO, Fractional CMO, and COO to devise and execute targeted campaigns aimed at generating and augmenting leads, with a discernible emphasis on cultivating higher-quality leads, resulting in a remarkable 288.89% surge in qualified leads and a notable 173.34% growth in opportunities within the last two quarters or 2023.
- Directed the coordination and execution of company-hosted workshops, including event scheduling, venue management, and the creation of workshop collateral and sign-up/event date announcements.
- Collaborated with external Social Media Agency to craft compelling content for social media platforms leading to a 7% increase in Social Media following.
- Supervised the development of the company's new website through third-party services.

MARKETING COORDINATOR & GRAPHIC DESIGNER

Baldwin & Sons, Jul 2018 - Oct 2020

- Worked on graphic designs for all marketing material for Baldwin & Sons' Otay Ranch communities. Lead the re-branding and updating all the communities Flyers, email campaigns and social media posts.
- Collaborated with the Marketing Team to redesign the Otay Ranch, which launched in March 2020 and resulted in a three-fold increase in sales post launch despite being in a global pandemic.
- Facilitated weekly with Marketing Team to review marketing calendar, to ensure that all future social media posts, emails, campaigns, were on schedule.
- Organized yearly budget report for ownership, based on analyzing the average spending and data on each community's marketing needs, and created weekly/monthly sales reports for Management.

ASSISTANT PRODUCTION ARTIST

Cal-A-Vie Health Spa, Feb 2018 - Jul 2018

- Collaborated with Lead Designer and Marketing Manger in the creation of digital ad campaigns and physical collateral for Sales team. Physical collateral included brochures, postcards, sales coupons.
- Supported sales team in the creation and printing of all sales collateral.

GRAPHIC DESIGNER (CONTRACT)

Shakespeare Pub & Grille, Nov 2018 -May 2018

- Maintained all menu designs and edits for the Pub.
- Designed all social media posts and monitored engagement trends.