

OBJECTIVES & QUALIFICATIONS: Energetic self-starter skilled in graphic & web design, marketing and promotions. Looking to work in a creative environment and be part of a team effort to produce results driven visual communications.

EDUCATION:

Certificate –**Web Design**; Boston University Center for Digital Imaging Arts, Graduation Date: May 2010

Certificate –**Graphic Design**; Boston University Center for Digital Imaging Arts

Bachelor of Science –**Marketing**; University of South Florida, College of Business Administration

COMPUTER SKILLS:

Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, ActionScript, CSS, HTML, JavaScript, PHP, WordPress, BB Edit, Text Wrangler, Outlook, Excel, Access, Power Point, Publisher, FrontPage, QuarkXpress 7.0, ACT!, Filemaker Pro, PC, MAC

EXPERIENCE:

Tezriana Design -Freelance Graphic & Web Designer (Mansfield, MA) Aug. 2009 – present

- Present and create design solutions for small businesses.
 - ❖ Logo and website redesign for Wild Wind Productions
 - ❖ Informational brochure for T.I.C. Consultants
 - ❖ Logo design for D.M. Custom Fabrications

Dancing Deer Baking Co. -Corporate Sales & Marketing Coordinator (Boston, MA) Oct. 2008 – Mar. 2010

- Assisted in the development of sales binders and PowerPoint presentations for 100+ national retail brokers.
- Updated sell sheets with new product and pricing information using InDesign and Illustrator.
- Contributed to the production of the annual brochure for corporate clients with mock-ups and copy suggestions.
- Created banner ads and donation pages for the Dancing Deer Haitian Relief Effort and Sweet Home Project.
- Altered images using PhotoShop to meet specifications from vendors such as Amazon.com, Bright Horizons Family Solutions, Saks Fifth Avenue, CostCo.com and A.S.I. distributors.
- Produced and presented proposals to corporate clients.
- Assisted clients with multi-faceted custom imprint requests.
- Responsible for full integration, layout, maintenance and search engine optimization of Dancing Deer merchandise and storefront on Amazon.com and ESP Online.

Sharp Electronics -Senior Brand Product Specialist [temp] (Boston, MA) | Oct. 2007 – Oct. 2008

- Promoted Sharp brand at special events and conducted training presentations at retail stores and industry conferences throughout New England.
- Executed corporate marketing campaigns in collaboration with area vendors.
- Completed thorough weekly wrap-up reports consisting of sales and marketing analysis.

SPV Records -Public Relations Manager (Red Bank, NJ) | Jan. 2005 – Nov. 2006

- Composed one-sheets for inclusion with promotional product mailings.
- Provided mock-ups and copy for advertising and marketing materials.
- Managed the company's MySpace page to increase brand awareness and customer loyalty.
- Developed and executed marketing plans within budget across all media channels.
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Bullpen Promotions -North American Radio Promoter / Owner (Somerville, MA) | Jun. 2001 – Dec. 2004

- Wrote and distributed weekly e-newsletters and maintained company website.
- Put together one-sheets to promote new releases and upcoming tour dates.
- Assembled and delivered weekly reports complete with chart numbers, weekly sales and strategies for increasing both.

- Nuclear Blast USA** -Promotions Manager (New York, NY) | Oct. 1999 – Nov. 2000
- Created one-sheets for all new releases.
 - Developed and implemented promotions to launch new artists which included planning interviews, radio station visits and contests.
- Tommy Boy Entertainment** -Executive Assistant to VP Rock Radio Promotions (New York, NY) | Jan. 1999 – Oct. 1999
- Assisted the Vice President of Rock Radio Promotions with administrative duties including meeting coordination, travel arrangements and busy phones.
 - Compiled Radio Airplay and Sales Comparison reports for entire Marketing department.
 - Promoted new releases to radio programmers in tertiary markets.
- Wind-Up Records** -Junior Promotions Manager (New York, NY) | May. 1998 – Dec. 1998
- Served as in-house Assistant to two Field Marketing Managers representing the Mid-Atlantic and South East regions.
 - Responsible for mailings, busy phones, travel arrangements and expense reports.
 - Promoted new releases, scheduled contests, coordinated interviews and set up tour promotions with radio programmers in tertiary markets.
- AIM Marketing** -Junior Promotions Manager (New York, NY) | Jan. 1997 – June 1998
- Worked in concert with college radio programmers to increase airplay and sales of new releases in their market.
 - Designed weekly fax sheets highlighting the company's top priorities to over 700 North American radio programmers.

AWARDS

- FMQB Metal Detector Independent Promotion Person of the Year | Feb. 2000

NETWORKS

- LinkedIn: <http://www.linkedin.com/in/tezriana>
- Twitter: <http://www.twitter.com/tezriana>

WEBSITE

- Tezriana Design: <http://www.tezriana.com>