

Estela Hernandez

(she/hers) **Marketing Director | Graphic Designer**

Brentwood, Ca
(925) 565-5843
estelakvhernandez@gmail.com
Estelakhernandez.com

SUMMARY

Passionate and collaborative graphic designer and marketing director with over 8 years in the field. Skilled storyteller and problem solver who captivates audiences with a great understanding of design theory, marketing techniques, user experience, multi-media avenues, branding, illustration, photography and more. Eager to partner with an inspiring organization to help them achieve their goals.

EXPERIENCE

Marketing Director — *Cutting Ball Theater, San Francisco, Ca*

JULY 2019 - PRESENT

Responsible for all marketing including, branding, print design, digital marketing, [social media](#), [website](#), etc. Assisted in company shift to collective leadership structure through EDI work and strategic planning. Worked collaboratively with the artistic lead to create campaigns for programs based on brand strategy, brand aesthetic and goal guidelines. Created original artwork for shows. Operated with tight timelines, created responsive designs using Adobe CS, increased brand awareness with whole new designs throughout website, social media, and print. Responsible for increasing sales and awareness for shows and handled budget and media contacts.

Graphic Designer — *Freelance*

JUNE 2011 - PRESENT

Provided graphic design and branding services across digital, and print for multiple clients in theater, real estate, commercial spaces, and more. Created logos, flyers, postcards, banners, business cards, and social media posts for clients after discussing their goals and target audiences.

Marketing Manager — *The Brentwood Press, Brentwood, Ca*

SEPT 2017 - SEPT 2019

Main point of contact for clients. Resolved and catered to clients issues and needs. Worked closely with the sales team to develop marketing and communications strategy. Designed the initial concept for client's ads after addressing their goals. Ensured production team delivered within deadline. Ensured clients responded and were satisfied in a timely manner.

SKILLS

Design and Marketing Tools:

Adobe Photoshop, Illustrator, InDesign, Premiere Rush, Lightroom, Typography, Mailchimp, WordPress, SEO, G-Suite, Microsoft Office, Illustration, Procreate, Photography, Event Planning

Social Media: Instagram, Facebook, Twitter, Pinterest, TikTok

Personal: Bilingual in Spanish, Multi-tasker, Excellent Customer Service, Attention to Detail, Time Management, Problem-solver, Quick Learner, Works Well Independently or in a Team.

EDUCATION

B.S. in Advertising
Art Institute of California -
San Francisco | Dec 2018

