Paulina Zamarripa

GRAPHIC DESIGNER & MARKETING COORDINATOR

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EDUCATION

MA - Public Relations
Full Sail University, FL

BA - Studio Art, Graphic Design
Long Beach State University, CA

AWARDS & CERTIFICATES

Class Valedictorian
Full Sail University

President's List Award
Long Beach State School of Art

Guest Experience Leadership
Disneyland Resort

Dean's List Award
Riverside City College

Corporate Analysis
Disney College Program

Blended Learning Series
Disney College Program

SKILL SET

Digital

Adobe Creative Suite   MailChimp
Microsoft Office   Sprout
SAP Reporting   Constant Contact

Marketing

Event management   PR Initiatives
Corporate branding   Social media
Product Management   E-Blasts
Creative Direction   Brand development

Administration

Efficient   Attention to detail
Organized   Team player
Communication   Spanish speaker

PROFILE

Versatile marketing professional with multi-functional skill-set, that understands the inner workings of what it takes to be successful in the field's projects. Manages marketing and digital projects in a fast paced environment, while meeting deadlines and making sure to meet quality standards for the team while supporting sales nationwide.

EXPERIENCE

Graphic Artist & Marketing Coordinator, Boral Roofing, *2018 to present*

- Manage marketing projects and graphic design files varying from updates such as marketing collateral, packaging, printing, photoshoping images, creating content for social media, etc.
- Design new content to support various company objectives, keeping in mind the call to action, target audience, and distribution logistics while using InDesign, Photoshop, Canva, etc.
- Maximize our roofing division's brand awareness and perception with key targets by consistently executing to brand standards across market.
- Lead the production of elevated product storytelling content across multiple marketing projects.
- Coordinate and execute content for social media platforms.
- Monitor media response and analytics as it relates to email campaigns, social media, etc.
- Track and manage outgoing display orders nation-wide for tradeshows and special events.
- Spearhead the marketing samples program by tracking monthly to yearly budgeting, while also owning roofing inventory responsibilities, and outgoing orders on a national level.
- Maintain constant communication between plant managers and nationwide vendors in efforts to maintain efficiency standards and provide customers with quality samples.
- Read through and study monthly budgeting reports from Finance in efforts to see what products show ROI when comparing fiscal year variances.
- Make an effort to stay in the know of the building products stock market presence, as well as what our competitors'.

Creative Launch Lab, Freelancing, *2017 to 2022*

- Consulted on social media platforms, resumes, and provide social media content calendars.
- Revitalized clients looking to re-brand or relaunch their marketing collateral.
- Created custom logos, social media content any custom artwork clients need for their business.
- Designed flyers, brochures, business cards and more.
- Created and operate social media giveaways in efforts to promote product launches.

Store Lead, Disney California Adventure Park Stores & Resort, *2014 - 2018*

- Supervised and deployed up to 80 cast members per day checking them in for their shifts and assigning job responsibilities throughout the stores in resort.
- Managed day-to-day manpower and scheduling for stores throughout the resort.
- Stocked theme park stock rooms while maintaining Disney show-ready floor.
- Established solid working relationships with partners from different lines of business.

Photographer | Disneyland & Disney Adventure Park Resorts, *2012 Internship*

- Used Nikon D90 cameras and components to capture Guests' vacation memories.
- Communicated with Entertainment branch constantly, working to capture magical moments.
- Staged Guests in novel poses making the experience fun and memorable for families.