

# DALANA GARZA

Creating dynamic visual design and marketing solutions for clever brands, innovative businesses and unique individuals.

## TECHNICAL SKILLS

Websites (cms,html,css,design)

Photography / Videography

Adobe Creative Cloud

Illustration

Content Creation

Promotional Campaign

Design Solutions

## PERSONAL SKILLS

Critical Thinking + Problem Solving

Project Management + Leadership

Agility + Time Management

Tech Savvy + Creativity

Project Management + Leadership

## EDUCATION

Bachelor of Science in  
Visual Communication Technology  
Bowling Green State University  
May 2015

Associate of Science  
Bowling Green State University  
May 2013

## EXPERIENCE

### MARKETING MANAGER // GOODWILL OF EHOS // MARCH 2019 - MARCH 2020

- + Supervised marketing team to achieve monthly company marketing goals.
- + Design, implement and evaluate a long term Strategic Plan with annual marketing goals and strategies to increase public awareness and community support for the organization.
- + Oversaw, prepare and coordinate all print, broadcast and electronic media, including: billboards, advertising, retail signage and other corporate communications.
- + Serve as agency Web master; update, monitor and upgrade as needed.
- + Develop, market and coordinate company special events.
- + Manage and monitor all Social Media.

### CONTRACT // FREELANCE // MAY 2015 - PRESENT

- + Website design/development, re-branding and custom design solutions.
- + Commercial photography and video for promotional materials.
- + Social Media Influencer with 14,000 followers combined, Brand Ambassador for companies and digital marketer.
- + Social Media content creation and management.
- + Manage and create growth marketing strategies for social media.

### CREATIVE SPECIALIST // AMERICAN GREETINGS // MARCH 2018 - MARCH 2019

- + Production team of creative proofing and technical card preparation for production.
- + Perform technical manipulation on 10K outdated cards to new cost saving standards.
- + Update card graphics to universal card standards and add finishings.

### GRAPHIC ARTIST // N2Y (NEWS 2 YOU) // MAY 2015 - JANUARY 2018

- + Used and created educational tools and materials for special needs curriculum's.
- + Illustrated and modified 200+ children's books.
- + Created digital lessons, games, activities, and books using a custom web interface.
- + Collaborated with a variety of staff members to meet weekly and monthly deadlines.

### WEB AND GRAPHICS DESIGN LEAD - INTERN // HCHS // MAY - AUG 2014

- + Developed and managed website using WordPress CMS.
- + Provided website management training to staff.
- + Digital content development for marketing and advertising.
- + Photographed and coordinated fundraising events, volunteer programs/sponsorships.

### MARKETING CREATIVE - INTERN // BGSU // AUG 2013 - MAY 2014

- + Manage social media accounts.
- + Designed email blasts, advertisements, brochures, and other marketing collateral.
- + Photographer for campus events.



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