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- 🏠 La Puente, CA

Core Skills:

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|--------------------|---|---|---|---|---|---|---|---|---|
| Adobe Photoshop | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Adobe Illustrator | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Adobe InDesign | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Microsoft Office | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Google Workspace | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| HTML | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| CSS/JavaScript | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Mailchimp | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Salesforce | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Team Leadership | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Project Management | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Creativity | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Communication | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Organization | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Social Media | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |

Academic Education:

- California State University, Fullerton
- Bachelors of Fine Arts in Graphic Design (graduated with Honors)
 - Webmaster Certificate

Language Skills:

Fluent in English and Mandarin

Web Portfolio:

<http://www.Media38.com>

Professional References:

Darek Gilczynski

General Manager, Cinema & Horticultural BU at USHIO America
Cypress, CA
dgilczynski@ushio.com
951-907-4125
Former co-worker at USHIO

Keith SanGiacomo

Sr. Business Advisor at Wellfleet
Global Business Solutions
Ventura, CA
keith_sangiaco@yahoo.com
805-905-1005
Former manager at USHIO

Professional Qualifications:

- Marketing communications manager with 12 years of experience
- 20+ years' experience in graphic design with strong visual design skills
- Excellent communication and organization skills with strong ability in maintaining multiple projects to meet time-sensitive goals and deliverables.
- Strong project management and budgeting skills
- Digital Marketing experience with and understanding of Google AdWords, SEO/SEM, social media marketing, email marketing, and content creation
- Professional experience in web design with a solid understanding of site structure and the relationship between content, SEO, web optimization, user interface, and technology

Work Experiences:

(06/2022 - current) - Freelance Project Manager

HSM Panel, Inc., Walnut, CA

- Overseeing expenditures and ensure projects aligned within approved budget.
- Customize and generate automated financial and inventory reports:
 - Compile accurate balance, price, and cost reports
 - Generate templates required for AP and AR reports

Sr. Marketing Communications Manager (*Promoted from Marcomm Manager*)

USHIO America, Inc., Cypress, CA | (03/2005 – 02/2020)

- Managed all corporate marketing functions and budgets for multiple business units, including brand management, advertisement, PR, product launch, marketing collateral, promotions, email blasts, and tradeshow events.
- Collaborated with business unit and product managers to increase lamp sales revenue with projected sales growth.
- Wrote and published press releases on online platforms.
- Negotiated new and existing contracts with vendors to reduce cost for the overall marketing budget.
- Developed content and executed digital marketing strategies across necessary channels to ensure consistent brand messaging.
- Managed supplemental database for over 2,500 products.
- Analyzed and interpreted campaign data metrics and suggest solutions for ongoing optimization.
- Oversaw the Marketing and Web Development teams to optimize all aspects of web marketing campaigns.
- Content management for newsletters, promotional pricing brochures, datasheets, and social media to entice and engage audience.
- Revamped packaging design for the Architectural Lighting product lines.
- Oversaw and handled logistics for 50+ tradeshow events in a fiscal year.

Sr. Graphics Designer (*Promoted from Jr. Graphics Designer*)

Guidance Software, Inc., Pasadena, CA | (10/2002 – 01/2005)

- Designed, developed, and maintained corporate and event web sites.
- Designed and developed for print, highly creative CD packaging marketing materials.
- Designed and produced signage for tradeshow and exhibition booths.
- Adhered to production schedules and deadlines.
- Take product photos and clean-up images for marketing usage.
- Coordinated with print vendors on cost and print materials.
- Designed and executed mass email marketing campaigns.
- Designed and produced collateral insertions such as user manuals, quick start guides and promos for company products.