

ADRIANNE GUTIERREZ

CONTACT

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EDUCATION

B.F.A. • Communication Design

B.F.A. • Photography

Texas State University

2008-2011

General Studies, A.A., A.S.

Victoria College

2006-2008

CERTIFICATIONS

Google Analytics

March 2021

SKILLS

Art Direction

Graphic Design

UX Design

Branding & Identity

Campaigns

Marketing

Social Media Management

Website Management

Hand lettering

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Figma

Microsoft Office Suite

G Suite

Detail Oriented

Time Management

Organized

Teamwork

WORK EXPERIENCE

TRUSTTEXAS BANK, SSB, CUERO, TX

Marketing Coordinator/Graphic Designer • February 2021 – Present

- Creates and maintains brand standards/style and designs marketing content for digital and traditional media.
- Coordinates with third-party companies and other internal departments to create marketing content for new products and services for cost-effective advertising.
- Budgets for marketing goals and objectives.
- Develops internal and external communications, such as newsletters and bulletins.
- Maintains/designs direct mail, literature, brochures, signage, and other marketing materials.
- Works with Senior Management and project manager in media relations to develop publicity programs that support the Bank's business plan.
- Coordinates Marketing Committee Meetings.

THE WOODHOUSE DAY SPAS, CORP., VICTORIA, TX

Art Director • May 2017 – November 2020

Graphic Designer • August 2013 – May 2017

- Supported corporate through brand development design and advertisements.
- Formulated and designed the 5-6 annual marketing campaigns with detailed plans and extensive marketing collateral.
- Directed photographer on photoshoots on occasion for campaigns.
- Designed the annual company convention materials, such as banners, agenda, book, posters, name tags, etc.
- Supervised and delegated tasks to a junior designer.
- Supported franchise partners' marketing needs by creating advertisements that portray The Woodhouse Day Spa® as a high-end luxury day spa, reaching one million guests nationwide.

OUTBURST ADVERTISING, VICTORIA, TX

Graphic Designer • May 2013 – August 2013

- Created a variety of marketing materials for local area businesses in Victoria, Texas, ranging from logos, posters, flyers, and the publication of the Real Estate Review — a resource for home buyers and sellers.