

valerie PETRARCA

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Skills

InDesign, Photoshop, Illustrator, Print Production, Photography, Microsoft Office, PowerPoint, Keynote, HTML/CSS, Final Cut Pro, Proofreading, Writing, Asset Management, Mac & PC Platforms

Education

BACHELOR OF SCIENCE IN TECHNOLOGY

Bowling Green State University

Bowling Green, OH

Major: Visual Communication Technology

Minor: Marketing

Previous Experience

Freelance (Midnight Oil, Berman Design Group) — Los Angeles, California

PRODUCTION ARTIST, DECEMBER 2017 — PRESENT

Project lead of a foreign language production team that created digital graphic assets used in local and international Netflix campaigns. Produced entertainment style guides for a variety of Universal Studios properties. Created direct mail and onboard marketing materials for luxury travel brand Viking River Cruises.

Admarketing — Los Angeles, California

SENIOR GRAPHIC DESIGNER, JUNE 2010 — NOVEMBER 2017

Responsible for the design and production of a wide range of print, web, and social media materials for multiple clients in the fashion industry. Built all mechanicals and acted as a liaison with various printers in order to monitor project progress and approve final proofs. Worked to both refine preexisting pieces as well as develop new concepts, all while keeping consistent with client directed branding. Managed image library database, maintaining and monitoring usage rights and distribution of assets.

The Food Network, *Guy's Big Bite* — Los Angeles, California

GRAPHICS ASSOCIATE PRODUCER, MARCH 2010 — APRIL 2010

Created a variety of packaging designs for a televised show, greeking preexisting items with new labels for on camera usage. Aided production by working quickly in an extremely fast-paced environment, producing changes or new designs with little advance notice. Managed an art production assistant, assigning tasks and working together to efficiently accomplish goals.

Freelance (Various) — Los Angeles, California

GRAPHIC DESIGNER & PRODUCTION ARTIST, OCTOBER 2007 — MARCH 2010

Produced multiple apparel catalogs for internationally known fashion brands Calvin Klein and Speedo. Conceptualized and created marketing materials such as flyers, postcard mailers, and brochures for the acclaimed Colburn School. Enforced strong attention to detail and fact-checking skills as a team member responsible for the design and production of video game packaging materials at TM Limited. Designed promotional elements for The Coffee Bean & Tea Leaf that were used in both domestic and international stores.

References

Available upon request.