



## EXPERIENCE

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### CALIFORNIA STATE UNIVERSITY, MONTEREY BAY (CSUMB)

#### Creative Strategy Lead

(Public Affairs/Communications Specialist III)

August 2023 - May 2024

- **Multimedia Content Creation, Management and Distribution**

Creates rich content that blends online and offline media, keeping the community informed of the latest university news and events.

Leads the creation of the university's digital magazine using multimedia content including graphic design, photography, videography, and animation .

Manages university brand elements and recommends solutions for non-compliant materials.

Creates and distributes marketing content that involves copywriting and photo editing.

Troubleshoots and corrects web content issues, optimizes navigation, applies HTML adjustments and reviews analytics.

- **Production Leadership and Supervision**

Leads the University Marketing and Communications creative services teams in creating visual content for digital and print materials and advises on brand style guide utilization.

Manages day-to-day operations and guides staff and student workers on creating marketing assets utilizing graphic design, web design, and newsletter distribution.

Creates rich content to enhance understanding of university stories and services.

- **Project Leadership and Coordination**

Provides broad oversight for research, development, and execution of publications and visual content for marketing.

Assigns and tracks projects, ensuring adherence to deadlines.

Archives finished projects and coordinates with contractors, vendors and/or clients.

- **Research and Analysis**

Utilizes data and user experience research to improve email templates and web presence.

### CAREER HIGHLIGHTS

- Was part of the rebranding team where the work has been recognized with a MarCom Gold Award and two national Hermes Creative Awards for inclusive branding process and overall brand identity and positioning, and video creative.
- Lead an email campaign which more than doubled the average summer enrollment and generated more than \$400,000.
- Demonstrated exceptional efficiency by contributing 37% of the department's output within a team of 10.

### CALIFORNIA STATE UNIVERSITY, MONTEREY BAY (CSUMB)

#### Multimedia Content and Communications Specialist

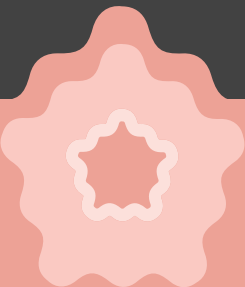
(Public Affairs/Communications Specialist II)

March 2021 - August 2023

- **Multimedia Content Creation**

Utilizes graphic design, photography, videography, and animation to create content for digital and print materials, enhancing the viewer's experience.

Spearheaded the university's digital magazine, adding multimedia and captivating layouts showcasing campus events, student achievements, and relevant news.



- Social Media and Video Graphics**

Designed graphics and infographics for the main university and athletics social media accounts.

Created consistent visual elements for video to reinforce brand identity.
- Integrated Content Production and Marketing Content Management**

Oversaw marketing content, including invitations, publications, web materials, and email campaigns.

Utilized design techniques to optimize email deliverability and click-through rates.

Managed content creation, layout, illustrations, copywriting, photo editing, and HTML adjustments.
- Web Content Management**

Served as the university's web editor, improving user-friendly design.

Develops wireframes, designs mockups and collaborates with cross-functional teams to implement new features, optimize navigation, and improve overall user experience.
- Community Engagement**

Produced various content types to keep the community abreast of current CSUMB news, happenings and events, that helps the University reach its goals and objectives.

Supported university goals by attending and covering various community engagement events.

**CITY OF SALINAS**  
**Community Outreach Assistant**  
**November 2019 - March 2021**

- Digital Content Creation and Multimedia Management**

Designs and produces digital posts, official documents, and outreach materials, including prints, photos, and videos for community engagement.

Uses platforms like Instagram, Facebook, and department websites to engage and inform the community.

Manages website projects, from wireframe and layout design to building and updating content.

## EDUCATION

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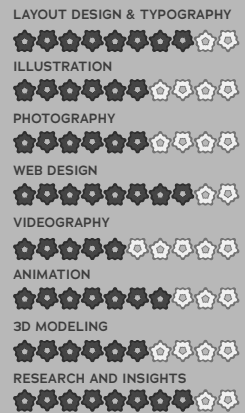
**COLLEGE - 2014-2018**  
**UNIVERSITY OF SANTO TOMAS, MNL, PH**

- Bachelor of Fine Arts Major in Advertising Arts | **Cum Laude**

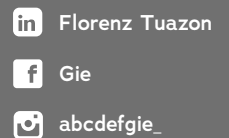
## SOFTWARE



## SKILLS



## SOCIALS



## PORTFOLIO

florenztuazon.com

