

Alejandro Cardona

Marketing professional/ Graphic Designer

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I currently work full time in the marketing (creative) department at the Living Arts Centre, a cultural arts and entertainment organization in Mississauga. I have been with this organization for over 2 years servicing the several departments internally, which include; performing arts, arts programs, art gallery, in-house restaurant, corporate business, community and local external clients. I have 4 years work experience in the creative arts industry along with a Bachelor of Applied Arts degree from Sheridan Institute.

In my current position I solely create and manage all the web and digital content including the company website, web advertisements, email marketing, television ads and other multimedia. This includes working on a daily basis with current web software, graphic design applications, content management systems and email marketing software (Paciolan). Recently working with an external vendor we have successfully developed and launched a new company website for the LAC (www.livingartscentre.ca) . I lead the project with art direction + design using current web application Joomla. As part of the marketing team we have marketed notable production companies the Blue Man Group productions, Canada's Royal Winnipeg Ballet, NetWorks Presentations, Nelvana Limited, Just for Laughs Roadshow, Second City and Alt dot Comedy Lounge.

I have excellent technical skills working in web, graphic design and various multimedia software programs. Extensive knowledge working with Adobe creative suite 4, web content management systems, email management software and google analytics. I am proficient with current marketing trends in social media applications such as Wordpress, blogger, Facebook and Twitter.

I have strongly developed my organizational, problem-solving and analytical skills. I have the ability to think creatively and to rationalize concepts to a large audience. I have experience supervising interns and part-time personnel. I have demonstrated the ability to multi-task and deliver on a variety of projects simultaneously. I possess verbal communication skills to discuss and present information, and possess tact, diplomacy and consensus/relationship building skills to develop and strengthen partnerships. I also developed excellent writing and editing skills in proofreading advertisements and material for print & web.

I look forward to having the opportunity to discuss my qualifications with you. I can be reached at (647) 302-0515 (mobile) and via email at alejandrocardona@rogers.com.

Sincerely,
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Highlights of my qualifications

- Develop, implement and execute all creative advertisements, web content and electronic marketing for the various departments of the Living Arts Centre.
- Design creative advertisements, graphics, animated web banners, television ads, interactive documents, social media integration for the LAC website and external partners.
- Knowledge of product branding and marketing campaigns.
- Solely develop all digital email marketing communications for the LAC, including the design of the monthly e-newsletter, performance announcements, exclusive promotions, corporate announcements, in-house restaurant promotions and post performance announcements.
- Develop advertisements promoting the 2010-2011 performing arts season at the LAC for television monitors at the Square one Shopping Mall, Erin mills Town Centre and Sherway Gardens Shopping Mall. I schedule and coordinate the advertisements using an external program online.
- Bachelor of applied Arts degree from Sheridan Institute (2007).
- Strong project management and organizational skills and able to work independently or part of a team.
- Highly developed interpersonal, written and oral communication skills.
- Past work experience as a graphic designer for a contemporary fine art institution. Advertised programs, exhibitions, events and prepared press materials.
- Past work experience as a graphic designer for a not for profit arts organization.
- Strong computer proficiency in PC and Macintosh platforms.
- Proficient in Adobe creative suite software; including Dreamweaver, Fireworks, Photoshop, Indesign and illustrator. Working knowledge of Quark, Flash and After Affects.
- Solid understanding of graphic design elements for print, including basic color correction, photo retouching skills, typography, etc.
- Working knowledge of website design, including HTML, CSS, Flash, Javascript, and PHP.

Relevant work experience

The Living Arts Centre – City of Mississauga

Marketing

June 2009 – Current

- Develop, implement and execute all creative advertisements, web content and electronic marketing for the various departments of the Living Arts Centre. Including: Performing arts, arts programs, the art gallery, in-house restaurant, corporate business, community and external clients.
- Develop all digital email marketing for the LAC, including the design of the monthly e-newsletter, performance announcements, exclusive promotions, corporate announcements, LIVE restaurant and post performance announcements and communications.
- Work with external client software (Paciolan) to facilitate all email marketing communications.
- Responsible for developing web design and maintaining the organization's website and other online digital programs including the venue's digital electronic marquee.
- Proficient in web content media and extensive knowledge within a Content Management System (CMS).

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- Create advertisements for Television- (Square One shopping mall, Erin Mills Town Centre & Sherway Gardens shopping mall.
- I manage and create all graphics, multimedia, web banners, icons and social media integration for the LAC website.
- I work with design software such as Adobe Dreamweaver, Fireworks, Photoshop, InDesign Illustrator and Content Management Systems on a daily basis.
- Work in conjunction with the Creative Services department and assist in art direction and proofing of all print based advertisements.
- I have established an overall brand and aesthetic to all web content and media.
- I manage the website FTP and facilitate the distribution of files for external partners and clients.
- Monitor ticket and registration sales for the entire LAC and update the website content daily.
- Plan and schedule specific community events and Festivals in Mississauga to promote the Centre Coordinate and plan events with event organizers.
- I have experience supervising interns and part-time personnel in the marketing department.

Lonsdale Gallery – Toronto

Graphic designer / Program coordinator

2007-2009

- Responsible for all advertising, print and promotional material for exhibitions, events and artist shows. Established art related sources, media contact and clients.
- Organized files and material of artist inventory. Work within an FTP remote system.
- Pre press files feasible for print output and worked with the printing source to assure maximum results.
- Developed and maintained a company blog webpage as an extension to the organization's business website.
- Updated website content.
- Established key Canadian and U.S press/media contacts from a diverse number of publications as a source of advertising.
- I was responsible for writing press releases and organizing media contacts for direct mail promotions.
- Developed and guided in the operational planning of exhibition and publication budgets for the Institution.
- Participated at internationally publicized Art related exhibitions/events. Such as the Toronto International Art Fair (TIAF) 2007 and Art Toronto 2008 held at the Metro Toronto Convention Center.
- Produced various promotional print communications advertising the Institution.

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Museums of Burlington – City of Burlington

Graphic Design

2006

- Designed promotional material for special events.
- Designed and created dinosaur illustrations for the “Dinomobile Traveling Exhibit” brought by the (ROM) Royal Ontario Museum .
- Created button designs of 4 different dinosaur Illustrations as a marketing strategy for the organization’s gift shop.
- Designed advertisements for public display cases located in the Burlington shopping mall and Mapleview Shopping Centre located in Brlington, ON.

Education

Bachelor of Applied Arts (BA) Illustration	2003 – 2007
Art Fundamentals Certificate	2002 – 2003
<i>School of Animation, Art and Design - Sheridan Institute Trafalgar Campus, Oakville ON</i>	
Ontario Secondary School Diploma (O.S.S.D)	2000
John Cabot Secondary School - Mississauga, ON	

Technical Skills

- Proficient in both PC and Macintosh platforms.
- Adobe Creative Suite CS4 – Including: Acrobat, Photoshop, Illustrator, InDesign, Dreamweaver, & Fireworks. Working knowledge of Adobe Flash & Adobe After Affects.
- Solid understanding of graphic design elements for print, including basic color correction, photo retouching skills, typography and concept development.
- Website design, including Dreamweaver, HTML, CSS, Flash, Javascript, and PHP.
- Web FTP File management.
- Content Management systems.
- Email management software.
- MS Office, Powerpoint, Excel & MS Outlook.
- Typography, Design, Web, Print & Art direction.
- Knowledge of colour management, photography, image compositing, colour correction and preparing pre press materials.