

Resume

Wendy Escobar
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ABOUT ME:

Highly motivated, designer with extensive computer experience, effective communicator with outstanding organizational, problem-solving and decision-making skills. Designing websites, magazines and creating websites are just a few examples of my experience. I am experienced in production, web-design and print media. I am able to handle multiple tasks and meet clients' needs and specifications, positive attitude and working well under pressure are just a few of my skills gained over my job experiences.

SKILLS:

PC or MAC, Photoshop CS3, In-Design CS3, Illustrator CS3, Flash CS3, DreamWeaver CS3, Microsoft Office (Word, PowerPoint, Excel), Director, GoLive, QuarkXpress, Paker Maker
Bilingual (Spanish/English).

WORK EXPERIENCE:

[Web Designer/Marketing Director Moon-Walker Sales, Saint Cloud, FL 2008-Present](#)

Responsible for the design and maintenance of the company's website, Design of E-Mail Marketing Campaigns, Creation of Catalogs for the company, manuals, forms and postcards, Live Chat Assistance, Spanish Customer Service, etc.

[Freelance Web and Graphic Designer St. Cloud, FL 2006-Present](#)

Creations of websites from beginning to end, website banners, print design, brochures, flyers, business cards, logo design, etc.

[Head Graphic Designer TPI Publishing, Lambertville, NJ 2004-2006](#)

Responsible for the design and production of 13 Association Magazines around the United States, duties included style and look of magazines, advertising design, page layout, pre-press process and color process.

[Graphic and Web Designer Rhino Tactics, Lambertville, NJ 2003-2004](#)

Worked with design team and account representative to create unique and effective marketing pieces for clients such as brochures, postcard, banners, tradeshow Pieces. Implemented website design that included flash intro, feedback and contact forms, etc. Also managed Art Department when Art Director was on business trips.

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Graphic Department Supervisor L&M Publications, Merrick, NY 1998-2003

Introduced full color process to an old-fashioned black/white weekly Newspaper Publication based on 4 Town Newspapers. Created advertising design along with cover design and page layout for newspapers. Supervised graphic design department (3 in-house designers and 2 freelancers). Introduced the technology of electronic files (pdf) to send the newspaper via e-mail to press. Developed a proofing and filing system between art department and the sales representatives. Performed color process, pre-press work and followed up with the printing company on color proofs, etc.

Art Director/Creator El Comercio Spanish Newspaper, Freeport, NY 1998-1999

Played integral role in starting up Spanish Newspaper, Supervision of production department (3 designers). Designed look, style and logos for the new publication.

Graphic Department Coordinator La Noticia Spanish Newspaper, Baldwin, NY 1997-1998

Worked on newspaper layout, ad design, cover design and I took the lead of the Graphic Department when the head of it unexpectedly quit. Supervised group of three designers and worked closely with the editor on deadlines and preparing the newspaper to print. Created a new media kit targeting the Spanish and English market both in one piece.

EDUCATION:

Currently pursuing a Bachelor of Fine Arts in Web Development
International Academy of Design and Technology Online, Tampa FL.

Associate Degree in Graphic Design - CHI Institute, Southampton, PA, 2002-2004

Recognition of Achieving Highest Academic Average in Class & Program Director's List for Academic Achievement and Awarded Student of the Quarter for July 2004.

High School Graduate 1993, Major in Computer & Accounting.