



MARIANA RICARDE

Design-Driven. Forward-Thinking.

619 799 9769
www.marianaricalde.com
marianaricalde@gmail.com

SOFTWARE

PHOTOSHOP	██████████
ILLUSTRATOR	██████████
INDESIGN	██████████
MS OFFICE	██████████
HTML 5	██████████
CSS	██████████
ADWORDS	██████████
MARKETO	██████████

SKILLS

Creative	██████████
Adaptable	██████████
Multitasking	██████████
Organizational	██████████
Leadership	██████████
Teampayer	██████████

LANGUAGES

ENGLISH	100%
SPANISH	100%

CERTIFICATIONS

Ad Words	Google
Bing Ads	Bing
Digital Marketing Nano Degree	Udacity
Digital Marketing	New Skills Academy

ABOUT ME

Driven Digital Content Strategist, Marketing Executive, Graphic Designer and Photographer with 14 years of experience with corporate content strategy and marketing, design and photography. Specializing in company branding, UX design, digital marketing strategies and SEO. Offering an extensive background in all aspects of creative marketing, project management and graphic arts, easily moving from vision and strategy to hands-on implementation. Over 7 years of demonstrated experience leading and managing creative teams, designers, photographers and marketers while maintaining a clear vision and style.

EXPERIENCE

Director of Digital Content & Graphics

BYC FRANCHISING LLC.

2016 - Present

Managed a quarterly digital marketing budget of \$150,000.

Moved all digital marketing in-house from an external agency and increased paid search leads through A/B testing and campaign optimization.

Assembled a team of 5 direct reports including graphic artists, copywriters and webdevelopers, who under my direction, executed online marketing strategies such as improving our content marketing, analyzing our email marketing messaging, engaging in local SEO and launching a video marketing campaign for the companies 31 locations.

Analyzed performance metrics, reviewed and approved all creative work and presented 4 strategic social media plans per year, as well as created a detailed social media and digital marketing monthly calendar for the brand to follow.

RESULTS:

- Increased social media following from 1,900 to 11,000 organic followers in a 9-month period.
- Achieved a 7-second-faster load time and 26.5% decrease in bounce rate, after leading a website architecture redesign.
- Achieved a 30% increase in customer base through the implementation of digital marketing strategies.
- Generated \$700k in monthly revenue with a YoY growth of 35% by executing optimized search engine marketing campaigns

Developed relationships with Social Media Bloggers and influencers Developed relationships with Social Media Bloggers and Influencers to create brand awareness on new or expanded offerings.

DESIGN WORK

Created branding and marketing materials that adhered to established brand standards including digital brochures, posters, magazine ads, shelf talkers, sell sheets, note cards, envelopes, packaging, powerpoint presentations, as well as various web and social media materials.

Worked with PR, Sales and creatives to direct the design of new POS materials and provide creative assets for specific campaigns and offers.

Designed large format print materials such as billboards, booths, banners and flags.

Art direct product photo shoots for print ads and marketing materials

Art Director SEO Strategist

VISION MAGAZINE

2015 - 2017

Worked with the Editor in Chief to determine the look and feel for the magazine as well as for the website. Created the magazines aesthetic and style.

Directed a team of designers in the creation of the editorial design of the magazines layouts and advertisements.

Worked with a group of photographers assigning photography projects and received and proofed all photographs for the magazine.

Oversaw the creation of the website and optimized the site.

Coached, mentored and led a team of seven direct reports to ensure top-notch quality of design and artwork were created to be used in the editorial layouts.

Conceptualized and executed a multi-touch blog, social and email marketing campaign that reached 200,000 unique impressions.

Directed day-to-day management of Social Media. Examined, tracked and analyzed the Social Media and website patterns to determine best practices for postings.

Collaboratively worked with Senior Management to develop online marketing strategies based on objectives, market and audience characteristics, cost and markup factors.

Created Giveaway campaign that tripled site registered user distribution list.

Managed and created topic pages to increase SEO visibility and bring traffic to site.

Marketing Director

INTERNATIONAL GATEWAY INSURANCE BROKERS

2012 - 2015

Developed and implemented integrated marketing campaigns including branding, direct mail, print and web advertising, sales collateral materials, promotions and events.

Worked closely with the company's sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations.

Guided the day to day activities of the marketing team and design team.



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Teamplayer	<div><div></div></div>

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EXPERIENCE (continued)

Marketing Director (continued)

INTERNATIONAL
GATEWAY INSURANCE
BROKERS

2012 - 2015

Ensured that the marketing objectives were implemented by the marketing team and design team.

Worked closely with product management team to define marketing materials and programs.

Managed social media presence and direct programs to improve social media reputation and recognition.

Developed and delivered marketing and communications strategies for the organization.

Undertook continuous analysis of competitive environment and consumer trends.

I created and executed digital marketing strategy to drive brand awareness

Devised fresh market penetration strategies to secure new contracts that led to 27% gain in sales volume within a three year period.

Regional Photography Coach

THE PICTURE PEOPLE
PORTRAIT GALLERY

2009 - 2012

Oversaw the operations of 8 photography studios across the west coast, while also managing the day-to-day operations of a San Diego home studio.

Charged with the responsibility of opening, staffing and training new studios across the state of California that consisted of over 100 employees including photographers, sales associates and management teams.

Continuously recruited, hired and trained studio managers, photographers and sales staff on all levels.

Mentored leadership skills to management teams.

Developed sales and photography training plans.

Led sales and photography based training classes during studio visits.

Editorial Designer

BAJA TRAVELER MAGAZINE
AND CEREMONY MAGAZINE

2008 - 2009

Redesigned, optimized and launched the website and online presence for Baja Traveler Magazine.

Retouched and prepared the images to be placed in social media and printed media.

Worked on editorial layouts for San Diego's premiere luxury wedding magazine.

Designed ads for several clients that were in line with their specific marketing needs and their individual company brand and image.

Photo Editor/Designer

THE SUN NEWSPAPER

2005 - 2009

Directed a team of 15 photographers to complete specific assignments.

Received, reviewed and edited original photography.

Prepared and uploaded files for distribution to website and print.

Worked with editors to select images for features and photo stories.

Produced photo shoots for newspaper use in layouts and marketing campaigns.

Delivered creative visual solutions on deadline.

Received art from clients for their advertisements and placed artwork in newspaper layout.

Designed advertisements for clients according to marketing strategies.

Organized and determined number of pages each biweekly issue would consist of per section.