



arianatoro

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Portfolio: www.arianatoro.com

SKILLS

- Graphic Design
- Editorial Layout
- Presentation Design
- Web Design
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)
- CSS, HTML, JavaScript Proficient
- Email Marketing
- Print Production/Pre-Press
- Branding & Product Positioning
- Packaging Design
- Social Media Design & Management
- Bilingual (English, Spanish)

VERSATILE GRAPHIC & WEB DESIGNER

Experienced design professional with a keen eye for detail and unique combination of marketing, strategic thinking and project management skills. Over 15 years of solid performance in branding and design with a proven record of successful projects across multiple industries and markets. A creative thinker and proactive problem-solver that anticipates and leads change through innovative design solutions.

PROFESSIONAL EXPERIENCE

DEL TORO DESIGNS – Boca Raton, FL

Small, boutique graphic and web design firm

Owner/Creative Director/Designer, 1/2010 – Present

- Establish and manage client portfolio and maintain long-term client relationships through continued design support and accessibility for rush projects
- Develop and execute creative design solutions for client branding, digital marketing, product packaging and positioning, and print media
- Conceptualize logos, flyers, tradeshow/event materials, print publications, social media graphics, email marketing
- Create and develop engaging websites including wireframes and mock-ups

SKILLSTORM – Fort Lauderdale, FL

Multimillion-dollar IT and Engineering services and consulting firm

Marketing Project Manager, 8/2007 to 1/2011

- Completed full life-cycle projects including graphic design/illustration, copywriting, pre-press and printing for a wide range of marketing collateral including but not limited to brochures, sales flyers, corporate presentations, manuals, direct mail and newsletters
- Managed company-wide internal broadcasting system, including content design and scheduling
- Responsible for web maintenance including web copy, layouts, web optimization and flash headers for corporate intranet and two websites
- Managed media relations including business award initiatives, increasing coverage in local and national media by 610% in one year and resulting in a 67% increase in awards received in 2010
- Served as Acting Marketing Manager while current VP of Marketing was on leave

IK MULTIMEDIA – Sunrise, FL

Global music software development firm and retailer

Public Relations and Marketing Manager, 11/2006 to 8/2007

- Planned and executed successful print and web national advertising campaigns across a wide range of products
- Organized and executed mass mailings to database of over 650,000 users
- Managed distribution and creation of reseller marketing and point-of-sale materials
- Oversaw 10 websites and content management system
- Responsible for copywriting and editing product manuals and marketing/promotional material
- Managed all press relations and media presence tracking/development in industry and major media including coordination of product reviews

EDUCATION

MONTCLAIR STATE UNIVERSITY – Upper Montclair, NJ

Bachelor of Arts, 1/2004

Major: Communication Studies ● Graduated Summa Cum Laude