

Media Artist with a strong background in Marketing, Motion Graphics, Video Editing, Graphic Design, and Illustration. Creative and resourceful problem solver. Proven ability to manage multiple projects while meeting challenging deadlines.

Skills

Bilingual (Spanish and English). Adobe CC (Photoshop, Illustrator, After Effects, Premiere, Animate, Lightroom, InDesign), Toon Boom Harmony, Microsoft Office, Google Drive, Dropbox, Jira, Contentful, Mail Chimp. Knowledge of HTML and CSS.

Experience

ArtCraft Entertainment [Crowfall™]- Austin, TX

Media Asset Producer

- Creation of brand and video guidelines, to ensure brand consistency among all cross-functional teams.
- Conceptualize and produce trailers, short-form content, live footage interviews, tutorial videos, and produce milestone videos as well as produce livestream events and other assets in alignment of creative with brand vision, game features and unique selling points.
- Track asset production to ensure timely deliveries, as well as serve as a link between asset creation and asset requestors (including global partners) to improve efficiencies, set technical requirements and standards and to enable proactive planning.
- Analyze results of assets produced to continuously improve both qualitative ratings via key metrics.
- Manage and coordination of video contractors and interns for the marketing department.
- Direct, design and produced Crowfall's Art Book and Comic Book for Collector's Edition pack.

September 2019 -
Present

Marketing Product Manager and Social Media

- Develop strategic briefs and positioning for game updates and promotions by identifying segmentation with the Platform and Analytics team.
- Manage the implementation, tracking, and measurement of marketing campaigns while coordinating with partners in other territories.
- Leverage social insights and analytics to optimize social impact by tailoring assets used in alignment with high performing topics/posts.
- Drive email acquisition leveraging time-locked pack offer targeting accounts with abandoned carts or new registrations.
- Partner to build and deploy live service and community programs.

October 2018 -
September 2019

The Art Institute of Austin - Round Rock, TX

Adjunct Professor

- Prepare and teach courses to Undergraduate Students in the Media Arts and Animation, the Game Art and Design and Film Departments.
- Initiate interactive activities to help student understand materials and create a positive learning environment. Including projects, lectures, and individual or group activities.
- Become a mentor and encourage and support students to achieve their goals through open communication, feedback, and support.

June 2016 -
March 2019

BioWare [Star Wars™: The Old Republic™; Anthem™]- Austin, TX

Contract - Online Marketing Specialist

- Continue and improve the current live service and community programs.
- Partner with marketing to develop strategic briefs and positioning for updates and promotions.
- Coordinate the creation, approvals and publishing of assets, news articles and emails.
- Manage the submissions to Lucasfilm Ltd. for approvals, and internally for localization.
- Partner in ongoing enhancements to the player journey, building higher engagement of committed players to increase lifetime value via continued iteration and optimization.

December 2017 -
October 2018

Shop LC (previously Liquidation Channel) - Round Rock, TX

Motion Graphics and Video Editor

- Design, develop and implement supplemental graphics and animations for different programs, events, and promotions.
- Work closely with the Marketing team to create and implement channel's branding and products.
- Weekly updating of static and animated materials for air.
- Develop and implement Standard Procedures for the Motion Graphics Department.

November 2016 -
December 2017

Minuteman Press Georgetown | Waterboy Graphics - Georgetown, TX

Graphic Designer

June 2015 -
September 2016

- Work with clients to design logos, promotional and marketing materials from small to large scale for business and special events.
- Partner with schools to create educational, and sports graphics, including window perfs, wall wraps, floor wraps, and windscreens for buildings, fields, and stadiums.
- Ensuring color matching through production from digital to printing.

Education

March 2015

Master of Fine Arts - Animation

Savannah College of Art and Design, Savannah, GA

October 2010

Bachelor of Fine Arts - Image and Design: Image and Movement

Magna Cum Laude

School of Fine Arts of Puerto Rico, San Juan, PR

Awards and Accomplishments

2013 - 2015

Snow Boat (Short Film) - 4 Awards, 6 Nominations, 1 Mention and 17 Festivals

Best Student Film - 2015 West Chester Film Festival, Achievement in Art Direction & Achievement in Look Development - 2014 SCAD Graduate Show, The Strangest Road Award - 24th MEDIAWAVE "On The Road" Film Festival.

March 2011 -
March 2015

SCAD Honors Grad School Scholarship

Awarded to accepted graduate students who demonstrate outstanding academic achievement.

April 2010

Nickelodeon's Creative Summit

Chosen via pitch story contest to participate in a workshop on writing for TV series.