

Marta Victoria

Designer . Instructional . Graphics . Web

OVERVIEW

Nearly twenty years experience in team environments producing computer, video, print and web media. Optimistic and big picture problem solver, able to quickly grasp client assignments and develop efficient processes and timelines to achieve them. Creative and experienced in both PC and Mac environments. Detail-oriented, with strong graphic, writing and content development skills. Able to maximize the latest technological tools to produce functional, beautiful and engaging campaigns. Capable of multi-tasking and juggling priorities. Enjoys working with team members toward the completion of a goal.

EXPERIENCE

Various

Ongoing

Freelance Senior Designer, Instructional, Graphic and Web

Project-based freelance design for Arrowhead Lodges, Orlando Creative, PeacePartners Inc., Hollywood Sign Company, Mediterrania, Vang Master, Vertical Marketing Network and Wildlife Worlds.

The Sandy Corporation - Instructional design for the automotive industry

12/99 - Present

Freelance Instructional, Graphic and Web Designer

Worked with the graphics and writing departments to complete a multitude of instructional design materials, booklets, CD's, PowerPoint presentations and web sites for a variety of audiences relating to the auto industry. Satisfied clients include Honda, Infinity, Lexus, Toyota and Yamaha. Managed team of professionals and outside vendors to produce complex campaigns in short turnaround time. Helped design products from concept to completion, including banners and signage, Participant and Manager Guides, CD's, e-mail products and Vuepoint Learning System web sites.

Icarus Music - Music composition and production for television, film and industrials

6/96 - Present

Marketing Manager

Responsible for bringing in new business. Produced all marketing materials, including web sites utilizing action-scripted Flash, music CD's and press releases. Branded the company, creating name recognition within the industry and tied that to a solid reputation for excellence. Won Creativity recognition for promotional package design. Created, built and maintained FileMaker Pro database to manage and track thousands of contacts and streamline all billing and communications efforts. Clients include: the Discovery Channel, ESPN, the Georgia Aquarium, HP, National Geographic, The Long Beach Aquarium of the Pacific, PBS and Toyota. Built PC's from cutting edge parts and networked them together toward the specific tasks of audio production.

Eldon W. Gottschalk & Associates - Print and radio production for companies going out of business.

3/99 - 7/01

Production Associate

Multiple duties in three-person office primarily focused on the production, purchasing and tracking of national newspaper ads. Coordinated intense, last-minute campaigns with accuracy and efficiency. Designed numerous multiple ads with region-specific text and, using industry software, coordinated their electronic placement in hundreds of major newspapers. Negotiated ad placements and costs with advertising managers nationwide, researched efficacy of placements and tracked makegoods.

N. J. Resources, LLC - Production of government manuals for the shipping industry

10/98 - Present

Freelance Production

Desktopped hefty manuals, requiring extreme attention to detail. Produced thousand-page guides entirely in Word which required ever-changing updates according to constantly-improving government regulations and emergency procedures for the shipping industry.

Keenan & Associates - Group health insurance provider specializing in school districts

10/97 - 8/98

Group Schools Administrator

Assisted the Vice President with the development of presentation materials using Word and PowerPoint. Tracked research materials, and produced client-specific contracts, member materials and user learning tools.

Saatchi & Saatchi/DFS - Advertising agency

7/96 - 7/97

Assistant to the Creative Department

Assisted the Creative Advertising Director in the goal of developing new business and designing fresh advertising campaigns. Wrote regional radio spots for clients such as Toyota. Created and maintained the department's intranet.

The Capital Group Companies - Finance conglomerate

6/96 - 6/97

Freelance Database Design

Worked with the Communications Group to assess the needs of, then design a very involved invoice database using FileMaker Pro. Trained staff in it's use and was brought back from time to time to update the features of the database.

Los Angeles - UCLA Medical Center, People Magazine, NBC, New World Television, Chiat-Day Advertising

Prior to 6/97

San Francisco - KQED; KPIX; KRON; Burson-Marsteller; Hal Riney Advertising

FLUENT IN THE FOLLOWING SOFTWARE

Image/Layout/Presentation - Illustrator CS2, InDesign CS2, Painter, PhotoShop CS2, PowerPoint 7, Quark

Office - Acrobat, Excel, FileMaker Pro (and other databases), MS Word, Office, Outlook

Web - Dreamweaver, Fetch, Flash, GifAnimator, Homesite, HTML, PageMill, Vuepoint

EDUCATION

San Francisco State University - B.A. in Broadcast Communication Arts (Writing/Directing), Film minor. Magna Cum Laude.

University of the Philippines and **University of Louisville** - Also attended.

Marta Victoria

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View work samples at: www.MartaVictoria.com

References available upon request