



# MARY J. GINES

Creative Specialist

**c:** 510.508.7720  
**e:** mary.gines@gmail.com  
**w:** marygin.es

*Innovative, highly motivated designer looking to be part of a progressively growing environment where I can communicate compelling concepts/ideas while expanding my knowledge and strengthening my skills.*

## SKILLS

### Adobe Creative Suite

- Photoshop
- Premiere
- Illustrator
- Audition
- InDesign
- Dreamweaver
- After Effects

### Social Media

- Developing and managing accounts with special attention to customer care and online reputation

### Knowledgeable in :

- Wordpress
- Video/Audio Editing
- Email Marketing and Platforms (Mailchimp)
- Digital Photography
- Google Analytics
- HTML/CSS

### Familiar with:

- Affiliate Marketing
- Microsoft Applications
- 4-Color Printing Process
- SEO Optimization

## EDUCATION

- May 2012 **MASTER'S CERTIFICATION**  
Internet/Interactive Marketing  
  - University of San Francisco
- Dec 2001 **B.F.A**  
Digital Media | Minor in Graphic Design  
  - San Jose State University

## REFERENCES

**Veeve Holtz**  
FKS MEDFIT  
480.788.4839 | veeve@fksmedfit.com

**Alex Navarro**  
ALEX NAVARRO FITNESS  
415.717.1069 | alexnavarrofitness@gmail.com

**Piero Rossi**  
PRINT BROKER  
925.209.3525 | piero\_rossi@yahoo.com

## EXPERIENCE

### 2000 - Present

#### FREELANCE DESIGNER - SELF

- Build small business websites utilizing Wordpress
- Design logos, business cards, sales kits, print/online marketing collateral, stationery
- Revisions and updates of current designs
- Conduct client meetings and develop projects

### 2013 - Present

#### PARTNER - FIT LIVING FOODIES

- Oversee all marketing creatives and technical aspects of FitLivingFoodies.com
- Managing website updates, content, blog posts, email and social media marketing
- Food photography and filming/editing online videos
- Product development and implementation

### 2012 - 2015

#### DIGITAL DESIGNER | VIDEOGRAPHER - ATHLETE.IO / BODY.IO

- Oversee and participate in design process from initial concept to final production, ensuring brand consistency
- Record and post-production for informational and instructional videos for web
- Design web pages, print media/ads, create web graphics, social media accounts

### 2004 - 2008

#### WEB & GRAPHIC DESIGNER - PSPRINT.COM

Marketing Associate | 01/2004 - 01/2005

- Customer Service
- Designed promotional materials such as banners, magazine ads, and postcards
- Update website content and images
- Responsible for content and design of weekly email newsletter

Web & Graphic Designer | 01/2005 - 06/2008

- Website design, development, QA, maintenance, usability testing, and modification of the PsPrint.com
- Create homepage promotions in Flash and redesigned to increase conversion rates and simplify usability
- Design marketing collateral such as email campaigns, landing pages, print ads, flyers, sales materials, and stationery
- Manage Database Marketing Projects (email campaigns)
- Initiate concepts and work cooperatively with Sr. Designer, Sales and Marketing
- Handle multiple projects in a fast-paced environment
- Assisted in the revisions of website to improve customer experience
- Responsible for all website modifications including monthly promotions and landing pages
- Manage team of design contractors
- Collaborate with IT primarily for website deployments and special website projects