

GIA VALVERDE

MULTIMEDIA DESIGN EXECUTIVE

Denver, CO · 303-883-1955 · giaaliav5@gmail.com · linkedin.com/in/giavalverde/

Design and brand marketing professional offering **15+** years of experience leading key growth initiatives in E-Marketing, E-business, and multi-media advertising. Known as an expert in developing brands and utilizing emerging technology to deliver creative, practical, cost-saving solutions and strategies that drive out competitors while focusing on consumer interests and passions. Detail oriented and driven self-starter with a proven progressive career reflecting strong leadership experience that builds and leads highly motivated teams. Highly praised for work ethic, written communication skills, and successful delivery of work.

CORE COMPETENCIES

- Brand Integration & Project Management
- Creative Asset Development & Website Maintenance
- Agency Management & Strategic Partnerships
- User Experience (UX) & User Interface (UI) Design
- Digital Media Optimization & Display Advertising
- Social Media Campaign Planning & Execution
- Product Development & Strategic Positioning
- Client Relations & Customer Service

PROFESSIONAL EXPERIENCE

Elevated Holdings, LLC

FOUNDER & CHIEF CONSULTANT

April 2010 – Present

Denver, CO

- Lead agency specializing in white labeling design services for marketing and multi-media advertising design agencies including social media project for largest client Blue Bambu, increasing user engagement by **87%**.
- Build and manage client relationships through networking, referrals, and education, acquiring **\$15K** home builder web redesign project including sales funnels, fresh design, new photography, and video testimonials.
- Design new website for clients including St. Andrews Construction, increasing leads and inquiries by **40%**.
- Initiate and execute brand design and promotional strategy for Garnish Games event worth **\$3K**.
- Hire, train, and collaborate with **25+** designers, videographers, actors, writers, voiceover artists, and audio engineering subcontractors, reducing costs on project elements by up to **50%**.

Tata Technologies

TECHNICAL MARKETING SPECIALIST

November 2007 – April 2010

Denver, CO

- Developed and executed print ad series strategy in national publication AUGIWorld magazine with **170K+** readers, resulting in increased brand recognition.
- Created and launched email marketing campaigns including weekly e-newsletter with **30K+** subscribers.
- Designed user interface of portal to access training courses for use by **100K+** paid subscribers.
- Implemented search engine optimization (SEO) and paid search strategy, increasing organic traffic by **20%**.

El Semanario

GRAPHIC AND PUBLICATION DESIGNER

February 2006 – November 2007

Denver, CO

- Led and designed weekly newspaper layout with **50K+** print and **60K+** online views.
- Generated content for internal marketing materials and newspaper including NEWSED print ad for Cinco De Mayo Celebration resulting in **400K+** attendees.
- Managed accounts and advertisements for clients, driving **18%** lead generation increase for Lucero Real Estate.

In Touch Today, Inc.

GRAPHIC AND WEB DESIGNER

April 2004 – February 2006

Broomfield, CO

- Developed new print and digital products and led positioning strategy for launch of door hanger, brochure, and postcard packages that sold to **16K+** clients, resulting in **21%** order increase.
- Created, programmed, and archived specialized email newsletters with **12K+** nationwide readers.

TECHNICAL SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Indesign, Premier, Illustrator, Lightroom, After Effects, Dreamweaver), Davinci Resolve
- **Applications:** Google Analytics, CSS, HTML, Facebook, Linkedin, Twitter, Podio, Slack
- **Additional Skills:** Photography, Videography, Live Sound Assistant, Lighting Assistant, Production Assistant

EDUCATION

ASSOCIATE OF SCIENCE - Multimedia & Web Design
The Art Institute of Colorado

2004
Denver, CO

CERTIFICATION

Google Analytics Platform Principles Certification

2014