GRAPHIC DESIGNER

PAULA MAZZOLI

CONTACT

4919 Newcastle Ave
Encino, CA 91316

+1661.803.7261

pmazzoli222@yahoo.com

http://pmazzoli.carbonmade.com

Linkedin.com/paula-mazzoli

ONLINE

instagram.com/follow.paula
follow.paula.re
designhustler.net_
bhhscpsm

majorassetsservices.com

paulamazzoli.threadless.com

DESIGN

custom graphics	layouts
logos	creative campaigns
PRINT:	DIGITAL:
POSTCARDS	FACEBOOK
BROCHURES	INSTAGRAM
BRANDING	ADWERX
ADS	LANDING PAGES

SOCIAL MEDIA

Start up, multi platforms, creative campaigns

PROFESSIONAL SKILLS

PHOTOSHOP	PREMIERE IOS
ILLUSTRATOR	CANVA, MAILCHIMP
INDESIGN	MICROSOFT OFFICE
SPARK	HTML

PROFILE

Designing digital marketing assets
Highly collaborative spirit
Thinking of different ways to solve design in order to come to the best solution

EDUCATION

BACHELOR DEGREE | **WEST CHESTER UNIVERSITY**
WEST CHESTER, PA

Bachelor's of Fine Arts
Major: Graphic Design

ASSOCIATES DEGREE | **MONTGOMERY COUNTY COMM COLLEGE**
BLUE BELL, PA

Associates of Art: Major Fine Arts
GPA 3.85 Phi Theta Kappa National Honor Society

ASSOCIATES DEGREE | **MONTGOMERY COUNTY COMM COLLEGE**
BLUE BELL, PA

Associates of Aplied Arts: Computer Graphics
Phi Theta Kappa National Honor Society

DIPLOMA | **PLYMOUTH WHITEMARSH HIGH**
PLYMOUTH, PA

Center for Technical Studies, Commercial Art
Advertising and Design, DECA Program

CBEST CERTIFICATION

REAL ESTATE SALESPERSON

CAL DRE 02040525

WORK EXPERIENCE

MARKETING COORDINATOR
SUPERVISOR
2015-PRESENT

BERKSHIRE HATHAWAY
HOMESERVICES CALIFORNIA
PROPERTIES, SANTA MONICA, CA

- Coordinating and integrating various marketing and communication activities.
- Responsible for advertisement representation, marketing campaigns, and social media presence for over 60 real estate agents in the Santa Monica office.
- Advertisement including ads in newspapers/magazines, print media such as brochures, and digital such as AdWerx accounts and including the creation and management of graphics.

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HOMESERVICES CALIFORNIA
PROPERTIES, SANTA MONICA, CA

- Social media campaign builder on multiple platforms Facebook, Instagram, Twitter, Pinterest.
- Managing Instagram accounts: @bhhscpsm and assisting agent's social media, providing all visual content: photo, text, and tags.
- Creates video slideshows, mini movies, video ads, and video ecards.
- Manages & maintains all other social media activity in the office and on behalf of agents per requests. Creative campaign manager for building marketing campaigns for listings and offers throughout the entire process.
- Collaborates with agents to create custom presentations and develop testimonials.
- Responsible for MLS input, reviewing contracts, upload of digital media libraries.
- Presents regularly at office meetings
- Creates websites, landing pages, and Google business pages.

PRODUCT
PHOTOGRAPHER
JAN - JUNE 2015

ANYTIME TOOLS
SYLMAR,
CA

- Production Art Manager / Professional photographer.
- Created and managed product photo library.
- Social media managed by promoting catalog items through Facebook posts.
- Photos used for Amazon, websites, and catalogs.

ART PRODUCTION
MANAGER
2013-2015

SANCTUARIE DESIGNS
SYLMAR,
CA

- Created fashion apparel through digital graphics for an internet clothing company.
- Managed digital art production of product catalog for online shopping.
- Updated Yahoo Store, Amazon store, and EBay store with images, html.
- Balanced communication between sales and production teams.
- Created web banners, graphics, sales photos for advertisements.
- Created products for online catalog, wrote product descriptions, quality control.
- Strategic Consulting, including business plan & sales strategy development to increase sales.
- Assisted with detailing, captioning, and accurate description of all products.
- Responsible for all product photography and representation on company's website.
- Handled entire product inventory creation on amazon.com, ebay and rakuten and graphic creation with regular maintenance.
- Social media manager including Facebook, Twitter, Instagram, Pinterest regularly.

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PRODUCTIONS

Herzog-Cowen - David McCullough
2007, Production Assistant
John Adams documentary,
HBO/DVD

E! Entertainment - 'Top 10 Celebrity Rehabs'
2007, Grip, production assistant

The List - Television
2007, Production assistant- live set at Caesar's Casino in Atlantic City

NBC Nightly News
2007 - Live broadcasts, on location "Warren NJ Fires"

Documentary interview University of Penn 2007, Production Assistant

Blue Sky Productions
Production and post production assistant Delaware County Intermediate Unit documentaty

Country Music Television - House of Blues, Atlantic City
2006 Boom technician, production assistant
Performance aired on CMusic TV

WORK EXPERIENCE

GRAPHIC ARTIST
ADMIN
2010-2012

FTV, LLC
CLUBPONYPALS
CANYON COUNTRY, CA

- Created customized art files such as graphics for video game items, avatars, clothing, quest items, & all relevant graphics used for gaming play.
- Updated the e-newsletter HTML page with regular updates to members.
- Quality control of the video game: testing, troubleshooting errors. Consistent with regular design requests of both members and developers.
- Help desk and customer support to members with mild to moderate computer errors, gaming issues, logins and password resets.
- Monitoring live feed chat to edit, monitor, and review posts made by members.

DIRECTOR OF OPERATIONS
2006-2009

INNOVISION MEDIA GROUP
DNM VENTURES - REAL ESTATE
NORRISTOWN, CA

- Handled design of currently built websites and all graphical needs.
- Also managed all billing accounts / a real estate investment consultant firm.
- Designed printed pieces such as business cards, fliers, promotional cards.
- Have experience working on location as a production assistant for various video productions for high profile clients.
- Communication through telephone and email to clients and vendors, processing & payments of invoices and charges, balancing of the company's checking account, including all miscellaneous duties in office.
- Company housed another firm; also responsible for property management. Managed entire accounts of homes/properties bought and sold in South Philadelphia, projects beginning to end with paying vendors, contractors, and investors until property sold. Managed several projects at one time.
- Documentaries including filming at University of Penn, Princeton, Delaware Valley Intermediate Unit concerts such as Live 8, news broadcasts for NBC and CBS

GRAPHIC ARTIST
DESIGNER
2006

BLUE SKY PRODUCTIONS
NORRISTOWN,
PA

- Assisted in creation and development of several interactive programs.
- Created logos for clients.
- Assisted in post production responsibilities such as captions, credits, editing.
- Created email campaigns.