



VINCENT JIMENEZ



WWW.VINCENTJIMENEZ.ME



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VINCENTJIMENEZJR@GMAIL.COM

## ABOUT ME

Experienced Content Specialist with a demonstrated history of working in the health wellness, fitness industry and fashion industry. Skilled in Photography, Advertising, Jewelry, Graphic Design, and Art Direction. Strong marketing professional with a Bachelor's degree focused in Technical and Scientific Communication from Metropolitan State University of Denver.

## EDUCATION

Major in Technical Communications  
In Multimedia Production

Metropolitan State University  
of Denver

**Bachelor's of Science 2014**

## SKILLS

Graphic Design  
Packaging Design  
Logo Design  
Web Design  
Product Design  
Fashion Design  
Jewelry Design

Creative Director  
Photographer  
Product Photography  
Social Media Management  
Marketing  
Advertising  
FDA Regulations

Photoshop  
Illustrator  
Lightroom  
HTML  
Dreamweaver  
Wordpress  
Friendly  
Creative  
Team Player  
Self Learner  
Bi lingual:  
-English  
-Spanish

## EXPERIENCE

### Lead Graphic Designer - Packaging Design

LED Technologies, Inc / reVive Light Therapy  
March 2018 - Present

Working for LED Technologies Inc's brands, reVive Light Therapy®, dpl® Light Therapy and their private labeling companies. The reVive® brand focuses on Health & Beauty, whereas the dpl® brand focused on Health & Fitness with an emphasis on Pain Relief and Recovery.

I work as a lead graphic designer for both brands. As lead graphic designer, I created content for both reVive Light Therapy® and dpl®, and private brands. My roles within that position were to creatively direct the branding in packaging design, web content for the online store and social media networks in advertising and marketing. I also creatively directed and photographed lifestyle, editorial and product photography for all LED Technologies brands.

### Metropolitan State University of Denver

(Met Media Dept) 2012-2013

Multimedia Production for web and print.

Managed social media accounts

Worked closely with the Auraria Police Department for an interactive graphic design map with campus crime activity.

### Assistant Manager

CURO Financial  
2006- 2018

Proactive and devoted assistant manager adept at collaborating closely with the manager and assuming responsibilities of managing daily activities, directing operations and supervising staff in order to assist in actualizing firm's aspirations, short term initiatives and long term goals and objectives.

-Ability to lead a team

-Marketing

-Branch Budgeting, Currency Management

-Daily Audits and Spreadsheets

-Increasing business through networking and building new client relationships and planning and implementing strategies to increase customer satisfaction.

## Freelance

### MENEZ

(WWW.MENEZ.CO) 2013-PRESENT

Creative Director - Fashion Designer  
Visual Design for web and print media.

Photography.

Marketing /Advertising

### RiveroWesternWear

2015-2019

Projects included logos, flyers, posters, and processed camera-ready advertisements.

Online Marketing, advertising and Social Networking.

### T.H.I

(Home improvements) 2014-2018

Projects included logos, flyers and business letterheads.