

JULIETTE C. OLIVA

Graphic Design for Pixels and Print



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WEBSITE & PORTFOLIO
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▶ WORK EXPERIENCE

Shockoe Commerce Group. 2013-Current.

Marketing E-Commerce Manager

Southern States Cooperative. 2011-2013.

Web design, marketing, webmaster and site maintenance.

La Difference, Inc. 2008-2011.

In-house web & print design, webmaster and marketing liaison.

Loti Corporation. 2007-2008.

In-house web & print design, rebranding, marketing and research.

Freelance Designer. 2004-Current.

Selected clients:

Southern States Cooperative. Richmond, VA.

VPOS. Richmond, VA.

Cardinal IHDC. Tampa, FL.

Citizen's Market. Washington, DC.

Energy Works. Richmond, VA.

Better Afters. Centreville, VA.

PSU Theater Department. Portland, OR.

The Avatar's Lair. Hillsboro, OR.

Goose Hollow Gardens. Portland, OR.

▶ CAPABILITIES

Design for Pixels and Print

Fulfilling the needs for both small and large scale businesses, including branding, identity, web design/management, mobile design and advertising for a variety of mediums.

Management & Art Direction

Implementing best practices and optimizing strategic planning processes. Building constructive team environments reflective of core company values. Utilizing an ever-growing knowledge base of marketing and design, technical know-how, community structures, value systems and fundamental sociology.

Marketing & Research

Analysis of analytics and SEO, strategic development and staying on top of new technologies, equipment and trends.

▶ EDUCATION

Portland State University 2006

Bachelor of Arts in Graphic Design

▶ SPECIAL INTEREST

2010 Web Retailer's Design & Usability Conference Attendee

2012 Internet Retailer Mobile Marketing & Commerce Forum Attendee

Pro Bono Design provided for:

Cardinal IHDC (VA, FL)

AFLA Political Action Committee (OR)

Lake Oswego Fire Department (OR)

Citizen's Market/Fosfo (MA, DC)

▶ SKILLS

Photoshop, Illustrator, InDesign,
Dreamweaver, Acrobat Professional
XHTML, CSS

Experience with CMS

Microsoft Office & Entourage

Blogger

Google Adwords, PPC Management

Google Analytics, Google Places

Social Media (Facebook, Twitter, LinkedIn)

Search Engine Optimization

Final Cut Express

Mac & PC Proficient