



Freddy Steve Aguirre

Marketer & Graphic Designer

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SUMMARY

Six years of experience in business marketing and administration. Over ten years of graphic design experience total; from trade school to present day. For the past 4 years I have been working as a graphic designer in the automotive industry. My focus has been on design, branding, marketing, and advertising. Extensive knowledge in *Adobe Creative Suite* as well as a strong skill set in commercial photography and video. Strong leadership skills; can accept and delegate responsibilities accordingly. In addition, I am proficient in word processing, databases, and spreadsheet building.

SKILLS

Programs	• Adobe InDesign	• Adobe Illustrator	• Adobe Photoshop	• Adobe Premiere
	• Adobe Dreamweaver	• Microsoft Outlook	• Microsoft Excel	• Microsoft PowerPoint
Technical	• Photography	• Video; Record & Edit	• Audio Recording	• Color Correction
Languages	• English	• Spanish	• Portuguese	

RECENT EXPERIENCE

Feb. 2018-May 2018

Marketing Intern, CSUN Athletics - Marketing, *California State University Northridge*



• Create visual concepts, by hand or using computer software, to communicate, inspire, inform, or captivate patrons. Develop strategies to increase attendance and awareness of athletic events. Maintain and update social media page with original web graphics.

<http://instagram.com/matadormarketers>

Jan. 2014-present

Graphic Designer, Art/Marketing Department, *MOC® Products Company Inc.*



• Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. Develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports. Market products by developing then implementing marketing and advertising campaigns. Prepare trade show marketing material. Create informative training videos.

• *NADA 2017 Best Booth Award; Small Island Category; For design, creativity, and branding (team award)*

• *MOC® Outstanding Contributions 2015 (individual award)*

• *TruEco™ Products; Lead Designer 2014*

<http://mocproducts.com> <http://www.truecoproducts.com/>

Sep. 2012-Jan 2014

Technology Programs Support, Menu-On-Demand™, *Opper Staffing*



• Menu On Demand™ is an interactive web-based presentation of vehicle-specific service menus. Support is responsible for compiling, sorting and verifying the accuracy of data before it is entered into the program. Once analyzed, data is entered over with speed, accuracy, and attention to detail to create visually-appealing electronic automotive service menus. Design customer tailored website headers.

<http://mocmenuondemand.com/>

Additional past work experience available upon request

EDUCATION

2018 approx.

B.S., Marketing, Minor in Management, California State University Northridge

• CSUN Athletics; Marketing Internship Feb 2018

2015

Associate of Arts; Business Management, Los Angeles Valley College

2015

Associate of Arts; Business Marketing, Los Angeles Valley College

2015

Certificate of Achievement; Business Management, Los Angeles Valley College

2014

Certificate of Achievement; Business Marketing, Los Angeles Valley College