





cecilia cortés-earle

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CREATIVE PROFILE

Accomplished award-winning designer. Analytical and innovative approach to design solutions. Outstanding graphic design project management skills from concept to reality for both print and Web. Demonstrated expertise in branding and marketing campaigns. Expert knowledge of current graphic technologies and design trends. Smart utilization of design elements, application of color theory, and typography. Proven ability to develop graphic strategies.

ACCOMPLISHMENTS

PRINT Magazine

Regional Design Issue, 2007

Einbahn Design Studio

“Exact Change 2006” Poster Competition
Top six, 2006

Harvard Business School

Business Perspectives for Design Leaders
Seminar, 2006

Swiss-Peruvian Chamber of Commerce

“Swiss Presence in Peru 1991”
Book Cover Competition
Top ten, 1991

PROFESSIONAL HISTORY

2007-2009 | U.S. Pharmacopeia | Manager, Corporate Graphic Design | Rockville, MD

Established the graphics operation within the newly-created corporate communications department of influential non-profit scientific organization. Implemented a job request system and production schedule that allowed an efficient management of incoming projects, ensuring a timely delivery. Developed a corporate graphic style guide that was applied to corporate collateral for print and the Web. Creatively applied a concept-driven approach to design projects ensuring brand application. Successfully revamped the look of the organization’s newsletters with a new design that was applied to domestic and international versions. Established business relationships with outside vendors and directed freelance designers and photographers.

2005-2007 | Society of Nuclear Medicine | Associate Director of Design & Production | Reston, VA

Lead the art department of leading cutting-edge health care association by implementing appealing graphic design improvements to marketing, advertising, and communications materials that better represented the organization’s message and philosophy. Excelled at design project management for all print and Web campaigns by performing strategic planning, budget tracking, production schedule management, and concept presentations. Developed comprehensive branding campaigns for the organization’s national conferences and programs from concept to reality. Laid out seven periodical publications, yearly catalogs, and fundraising print materials.

2002-2004 | U.S. Hispanic Chamber of Commerce (USHCC) | Art Director | Washington, DC

Played a crucial role in establishing brand recognition for this influential national association that has not existed in its 25-year history. Lead and executed the design process from conceptualization through production of high-end graphic pieces for all the organization’s events and initiatives, including advertisements, newsletters, annual reports, and electronic marketing campaigns. Managed the design process of yearly large publication that incorporated Fortune 500 companies’ advertisements. Successfully met deadlines and managed timelines for internal departments’ design projects by planning, scheduling, and dealing with outside vendors. Provided expert guidance to graphic design interns.

2002 | MAYA Advertising & Communications | Sr. Graphic Designer | Washington, DC

Supported national advertising and marketing campaigns of award winning advertising agency through an array of graphic design pieces such as promotional collateral, e-mail marketing, and corporate identity materials for leading clients such as The D.C. Lottery, Comcast, and the Department of Housing & Urban Development (HUD). Contributed to the development of the creative brief for laantidroga.com, the Spanish version of theantidrug.com Web site, launched by the White House Office of National Drug Control Policy to target the Hispanic community nationwide.

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EDUCATION

Rochester Institute of Technology
B.S. in Applied Arts & Science
Rochester, New York, 1999

Instituto Peruano de Publicidad
Technical Certificate in Advertising Design
Lima, Peru, 1991

AFFILIATIONS

The Professional Association for Design (AIGA)
Member since 2003

International Advertising Association (IAA)
Accreditation Diploma, 1991

SKILLS & STRENGTHS

Adobe CS4 and QuarkXPress.
Basic knowledge of Flash and
Dreamweaver. MS Office proficiency.
Communications and organization
skills, self-motivated, and detail-
oriented. Fluent in Spanish.

2000-2002 | Freelance Graphic / Web Designer | Sunnyvale, CA - Washington, DC

Consistently exceeded expectations and contributed to marketing efforts by producing appealing Web sites and other graphics from concept through development and publishing for small businesses in both California and Washington, DC.

2000 | Nexsys | Corel™ Product Manager | Lima, Peru

Promoted Corel's family of products and supported sales team within large software distributor by developing marketing activities such as promotions, presentations, software demonstrations, and pricing strategies. Ensured vendor and distributors' monthly quotas by seeking and identifying B2B opportunities and partnerships with corporations, educational institutions, and government entities. Followed up on sales by successfully coordinating and negotiating with key vendors and suppliers.

1996 | J. Walter Thompson (JWT) | Advertising Designer | Lima, Peru

Delivered eye-catching materials for national advertising and promotional campaigns by designing print pieces for multinational leading clients such as Pizza Hut, KFC, Clorets, and leading Peruvian brands and institutions.

1995-1996 | M&L Associates | Art Director / Advertising Designer | Lima, Peru

Promoted to Art Director within one year of working for leading agent of main newspaper, *El Comercio*, because of excellent design solutions delivered, and outstanding organization and leadership skills that helped to attract new accounts. Increased productivity and quality of design in the art department by implementing efficient work practices such as the development of work plans and distribution of work to other designers according to their individual skills. Designed and supervised the development of print ad campaigns from concept through pre-press.

1992-1995 | CJD Graphic Advertising | Graphic Coordinator | Lima, Peru

Formed entrepreneurship of graphic design professionals and undertook jobs of print advertising. Effectively implemented direct marketing campaigns that allowed the acquisition of new clients. Achieved high quality service by sustaining creativity and punctuality for clients.

FREELANCE WORK

AARP Bulletin
CADCA
MAPA Communications
Global Printing
Greater Washington Hispanic Chamber of Commerce
Herrera-Cristina Group
Information Engineering Services
Latina Style Magazine
MAYA, Marketing & Communications

Mickey Ibarra & Associates
National Hispanic Caucus of State Legislators
Partners in Learning
Sightline Marketing
Society of Nuclear Medicine
U.S. Hispanic Chamber of Commerce
U.S. Hispanic Chamber of Commerce Foundation
Value Options