

Cecilia Cortés-Earle

me@ceciliacortes.com

www.ceciliacortes.com

1632 Hobart Street, NW
Washington, DC 20009

703.850.9943

CREATIVE PROFILE

Accomplished award-winning designer focused on integrated branding. Strategic thinker. Outstanding project management. Great leader. Expert knowledge of current graphic technologies and design trends. Real understanding and appreciation of color theory and typography. Passionate about design.

AWARDS

SHINE, AIGA DC Mentoring Initiative
Mentor, 2012

Printing & Graphics Association Mid Atlantic
Excellence in Print Award, 2010

Urban Forest Project, DC
Street banner design, 2010

Making Art, Form and Meaning
Artwork inclusion in university textbook
McGraw Hill, 2010-11

U.S. Pharmacopeia
Lighting Award, 2008

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
Alumni, 2007

Peruvian-Swiss Chamber of Commerce
Book cover design, 1991

PROFESSIONAL HISTORY

2009-Present | The Chronicle of Higher Education & The Chronicle of Philanthropy | Art Director & Creative Services Manager | Washington, DC

A strategic contributor to the marketing department, lead a team of designers to develop the visual representation of leading newspaper brand on all business materials for both print and Web. Conceptualized, designed, and art directed successful advertising and marketing campaigns, which brought The Chronicle's brand to a higher level of awareness. Implemented effective new design process and procedures that facilitated the workflow of 600+ yearly projects.

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

Head the graphics operation within the newly-created corporate communications department of large multinational scientific non-profit. 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 all corporate collateral. Successfully revamped the look of the organization's newsletters with a new design that was applied to domestic and international versions. Designed and developed projects from concept through production.

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

Raised quality of all print and Web design work in busy marketing department for leading health care association by designing catalogs, direct mail, conference identity systems, fundraising materials, publications, and micro sites. Excelled at project management by performing strategic planning, budget tracking, production schedule management, and concept development as well as presentations.

2002-2004 | U.S. Hispanic Chamber of Commerce | 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 communications materials for all the organization's events and initiatives, and a TV show, including advertising, newsletters, annual reports, and e-mail marketing campaigns. Managed and executed the design process of large (200+ pages) conference program book that incorporated Fortune 500 companies' advertisements. Under a big workload, consistently met deadlines by planning, scheduling, and dealing with outside vendors. Provided expert guidance to graphic design interns.



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

TECHNICAL SKILLS

Mac OSX, InDesign, Photoshop,
Illustrator, Acrobat. Some
Dreamweaver and Flash.

Word, Excel, and Powerpoint

Fluent in Spanish



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

Supported national advertising and marketing campaigns of award winning multicultural 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, launched by the White House Office of National Drug Control Policy to target the Hispanic community nationwide.

1999-2001 | 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 coordinating and negotiating with key vendors and suppliers.

1996-1997 | J. Walter Thompson (JWT) | Advertising Designer | Lima, Peru

Designed branded promotional materials for national advertising campaigns for multinational leading clients such as Pizza Hut, KFC, Clorets, and leading Peruvian brands and institutions.

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

Promoted to Art Director within one year of working for leading advertising branch of prominent newspaper, *El Comercio*, because of excellent leadership, design talent, and outstanding organization skills that helped to attract new accounts. Increased productivity and quality of design in the art department by implementing efficient work practices and establishing a production schedule. Designed and art directed the development of print ad campaigns from concept through pre-press.

1992-1995 | CJD Graphic Advertising | Graphic Designer | 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. Exceeded client expectations through quality of design and timely delivery.

FREELANCE WORK

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

Mickey Ibarra & Associates
National Council of La Raza
National Hispanic Caucus of State Legislators
Organization of American States
Pan American Health Organization
Partners in Learning
Sightline Marketing
Society of Nuclear Medicine
U.S. Hispanic Chamber of Commerce
U.S. Hispanic Chamber of Commerce Foundation
Value Options

Online portfolio at: www.ceciliacortes.com