



MARK L. REYES

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CREATIVE SKILLS:

Web Design

Create, edit, and link HTML documents using a text editor. Control and unify website styles using CSS. Create web graphics using Adobe Photoshop. Upload websites and webpages to the World Wide Web using FTP.

Dreamweaver & Flash

Page Layout

Use of master pages, large document construction, style sheets, multiple up-layouts, advanced file preparation for press, PDF generation, and typographic functions.

InDesign & QuarkXpress

Image Editing

Photo restoration, retouching, and color correction.

Photoshop

Vector Illustration

Bezier curve construction, gradient mesh, and platform utilities.

Illustrator

Pay-Per-Click Advertising

Keyword campaign production for all major search engines including Google, Yahoo, and Bing.

Adwords

EXPERIENCE:

Web Content Specialist

01/2009 - Current

Sony Electronics

San Diego, CA

Build product pages for all digital imaging related products and accessories. Ensure all assets including specs, features, ad copy, and images are available prior to building them in Sony Style. Apply product launches, online promotions, maintenance, revisions and enhancements via HTML and CSS.

Jr. Graphic Designer

05/2009 - Current

San Diego Asian Film Foundation

San Diego, CA

Creative volunteer assisting in various graphics and designs for foundation related events and projects. Basic design sense along with proficiency in Adobe Creative Suite including Illustrator, Photoshop, InDesign, and Acrobat for both Mac and PC. Design web banners, web buttons, flyers, and various SDAFF related graphics.

Web Marketing Assistant

06/2007 - 11/2008

TRIO Display Retail Design & Equipment

San Diego, CA

Creation, implementation, and management of pay-per-click campaigns for TRIO Display. Secondary duties included search engine optimization, site navigation analysis, and online media buying analysis. Decreased advertising costs by \$9,800 - a 19% decrease for September 2007 with the use of online marketing programs such as Google Analytics, Yahoo Search Marketing, and Microsoft AdCenter in conjunction to Microsoft Excel.

EDUCATION:

Advanced Web Design - Bachelor of Science

2008 - 2010

2009 Dean's List - 4.0 GPA

Platt College

Coursework included: Fundamentals of Web Design, Introduction to Digital Video, Introduction to 3D Animation, Web Campaign Implementation, Scripting for the Web, Flash for the Web, Programming for Designers, Design for Usability, Advanced Actionscript & Flash.

Graphic Design - Associate of Applied Science

2007 - 2008

2008 Dean's List - 4.0 GPA

Platt College

Coursework included: Design Basics, Typography/Computer System Skills, Production for Graphic Design, Digital Publishing For Print I, Digital Publishing For Print II, Vector Graphics, Raster Graphics, Digital Imaging, Introduction to Web.

Business Management Economics - Bachelor of Arts

2001 - 2005

University of California Santa Cruz

Coursework included: Introductory Microeconomics, Introductory Macroeconomics, Economics of Accounting, Mathematical Methods for Economists, Intermediate Microeconomics, Intermediate Macroeconomics, Introduction to Econometrics, Introduction to Programming in C/C++, Introduction to Computers, International Financial Markets, Corporate Finance, Marketing, Economics & The Telecommunications Industry, Why Economies Succeed & Fail.