

Ana Knoles

Multimedia Designer

Oro Valley, Arizona

CONTACT

- (520) 448-1616
- anavalenzuelaperez30@gmail.com
- www.linkedin.com/in/anaknoles

PROFESSIONAL SKILLS

- Graphic Design
- Brand Identity
- Typography
- Page Layout
- Web Design
- Event Promotion
- Event Support
- Video Editing
- Project Management
- Presentation Design
- Channel Marketing
- Administrative Support
- Social Media Management
- Campaign Management
- Design Management
- Multi-Channel Management
- Social Media Training Specialist

SOFTWARE

Adobe Creative Suite

- After Effects, Animate, Audition, Dreamweaver, Illustrator, InDesign, Photoshop, Acrobat Pro, Adobe Express & Premiere Pro

Microsoft Suite

- Excel, Outlook, PowerPoint, Word

Web, Social Media

& Project Management

- Meta Business Suite, Google Ads, Cross-Channel Analytics Reporting, SEO, Microsoft Teams, Hootsuite, Asana, Trello, MailChimp, Wrike, WordPress, Canva, Adobe Express

PERSONAL SKILLS

- Motivated
- Driven
- Optimistic
- Attentive
- Creative
- Organized

OVERVIEW

I am a Multimedia Designer with over 16 years of extensive experience in marketing, graphic and web design. My interest in graphic design and marketing began in 2008 when I worked as a Production Assistant at NBC News in Yuma, Arizona. In the years following, I channeled my efforts into learning and exploring the disciplines of graphic design and marketing.

I am currently working full-time as a Marketing Specialist for the local Air Force Base. In my spare time, I complete design work for freelance clients. In all my roles, I enjoy working as part of a dynamic team to create innovative designs. My daily tasks include collaborating with stakeholders on intricate projects and seeing new projects through from conceptualization to implementation.

ACADEMIC QUALIFICATIONS

B.A.S. in Internet and Web Development

Arizona State University

August 2013 – December 2015 | 4.0 GPA – Summa Cum Laude

Dr. Frank Dukepoo Outstanding Scholar Award Recipient

A.A.S. in Digital Media

College of Southern Idaho

January 2011 – December 2012 | 4.0 GPA – Magna Cum Laude

WORK EXPERIENCE

Marketing Specialist

355th Force Support Squadron - Davis Monthan Air Force Base, Tucson, Arizona

May 2019 – Present

- Designs and develops publicity and marketing material such as flyers, posters, brochures, printed materials, and other related collateral.
- Responsible for development, design, writing and sending of weekly emails, squadron support collateral and updates for the Davis-Monthan community.
- Works in tandem with the marketing team to design and develop creative advertisements, promotions, campaigns and information for social and digital media.
- Reviews graphics, advertisements, and verbiage to ensure proper quality and branding of campaigns.
- Assists with creation and distribution for the quarterly publication, Force Support Squadron (FSS) website, slides, monitor ads, road signs, calendars, pamphlets, booklets, and other marketing-related collateral.
- Establishes department-wide marketing campaigns for various programs and events.
- Analyzes marketing plans weekly to adapt to emerging social media calendar goals.
- Provides graphic support and supervision for custom print shop orders.

Marketing Director

Panache Development & Construction – Austin, Texas

May 2018 – September 2023

- Designed graphic assets for various outputs including: print, digital, video, and web.
- Designed marketing materials for internal and external use.
- Worked with vendors to deliver assets in a timely manner.
- Planned, designed, and scheduled upcoming social media posts.
- Collaborated with individuals across departments to complete multimedia projects.
- Managed various organization websites with regular updates and upgrades.

PLATFORMS

- Windows PC
- Mac OS

MEMBERSHIPS

Supporting Member

AIGA Austin

February 2017 - October 2018

EVENTS

Member

Creative Mornings Tucson

Tucson, Arizona

April 2023 - Present

Marketing Specialist

Thunder and Lightning

Over Arizona Air Show

Tucson, Arizona

November 2021 & March 2023

Attendee, Graphic Designer

Austin Design Week 2017

Austin, Texas

November 2017

Attendee, Graphic Designer

Design It: Build It (DiBi) Conference

London, UK

October 2016

Public Relations and Tech Assistant, United Kingdom Representative

*Americans Working Around
the Globe Conferences*

Garmisch-Partenkirchen, Germany

July 2015 - May 2016

CERTIFICATIONS

Digital Media Certification

National Occupational Competency

Testing Institute (NOCTI)

Completed December 2012

INTERSHIPS

Marketing Clerk

Public Affairs & the Marketing

Department – Mountain Home

Air Force Base, Idaho

August 2012 – December 2012

Multimedia Designer & Marketing Manager

Apple Sport Imports – Austin, Texas

January 2018 – October 2018

- Created multimedia assets for use in social media campaigns.
- Responded to customer feedback on various social media channels.
- Communicated brand messages through cross-channel marketing efforts.
- Maintained a consistent brand identity across platforms.
- Designed social media collateral for upcoming promotions and campaigns.
- Measured KPIs associated with social media performance.
- Researched demographics, sales, and competitor products to form new marketing strategies.
- Worked with the sales team to develop detailed marketing plans for all media channels.

Visual Information Specialist

United States Air Force – Royal Air Force Base Lakenheath, United Kingdom

September 2015 – March 2018

- Designed the bi-annual 52 Degree North travel guide: a 60-page booklet.
- Assisted in maintaining the organization's brand identity across the installations' 30 individual facilities.
- Edited, updated and maintained the organizations' website.
- Produced print and digital collateral including: posters, flyers, brochures, calendars, banners, business packages, rack cards, presentations, etc.
- Assisted the organization with all its graphic design needs, including: page layout, website maintenance and marketing campaign design.
- Provided copywriting and proofreading support for prepress collateral.

Public Relations & Web Technician Assistant Volunteer

Americans Working Around the Globe: AWAG – RAF Lakenheath, UK

July 2015 – May 2016

- Assisted in the planning, development and implementation of the organization's various public relations strategies.
- Coordinated media and publicity for AWAG in the UK area.
- Assisted with design, maintenance and updates for the AWAG website.
- Represented and promoted AWAG while also educating volunteers in the UK about AWAG's mission and services.
- Led a committee of volunteers dedicated to organizing, promoting and executing various AWAG area seminars in the UK.
- Represented the UK at two Annual Seminars in Garmisch, Germany.

Graphic Designer

24 Karat Awards & Engraving – Yuma, Arizona

January 2009 – September 2010

- Utilized premium-grade laser and metal etching equipment to produce unique award items for various local customers and organizations.
- Conceptualized page layout designs for customers seeking design mockups.
- Maintained customer records and files for future design use and storage.
- Participated as a Yuma County Chamber of Commerce member on behalf of 24 Karat Awards & Engraving.

Production Assistant

NBC Universal: KYMA Channel 11 – Yuma, Arizona

May 2008 – February 2009

- Directed and queued anchors during a live television newscast.
- Single-handedly operated three studio cameras during a live newscast.
- Designed media products for the Creative Services department.
- Collaborated with associates in the Creative Services department on design projects.