

NINA RODRÍGUEZ

GRAPHIC + VIDEO DESIGNER | WWW.ANCHORD.BIZ

PROFILE INFO

Efficient and creative interdisciplinary designer with over 15 years of experience in graphics and video. Extensive experience in managing creative assets for marketing campaigns. Possesses a high degree of competence using programs such as the Adobe Creative Suite, particularly Photoshop, InDesign and Premier. Excellent leadership and communication skills, able to effectively manage myself and projects.

CONTACT INFO



Phone

717-715-4166



Email

nina@anchord.biz

MY SKILLS

Creative Skills:

Content Strategy, Branding, Campaign Management, Copywriting, Social Media, Merchandising, Video Production, Print & Digital Collateral, Event Planning, Web Design, Email Marketing, Screenplay Writing, Storytelling, Podcast Production

Technical Skills:

Adobe Suite, Apple Suite, Mailchimp, Wix, Microsoft Office,

Interpersonal Skills:

Clear communication, Collaborative, Problem-Solving skills, Intellectually curious with strong leadership, Empathetic, Trauma-Informed, Positive, Teachable, Conflict management and resolution skills, Risk Management, Time management, Self-aware and motivated

INTERESTS

Creative writing, traveling, sports, ancestry/genealogy research, history, social and restorative justice, politics, cooking, podcasts, reading, film/tv

WORK EXPERIENCE

Graphic Designer **2015–Present**
Freelance

Achievements

- Established a freelance graphic design company that aims to assist clients in brand development
- Worked with diverse clientele ranging from nationally known business, Advocare and non-profit, Esperanza to local cafes and independent music artists

Graphic Designer **2021–Present**
Esperanza

Achievements

- Produced, reviewed and published all web, print, and digital marketing collateral
- Spearheaded and managed content strategy for both small and large projects, harnessing brand design, compelling content, and digital technology

Media + Marketing **2018–2021**
In The Light Lancaster

Achievements

- Produced, reviewed and published all web, print, and digital marketing collateral
- Spearheaded and managed content strategy for both small and large projects, harnessing brand design, compelling content, and digital technology

Creative Arts Director **2008–2018**
In The Light Philadelphia

Achievements

- Produced, lead, and reviewed the work of the creative team for all web, print, and digital marketing collateral
- Supervised a cross-functional team of graphic designers, copywriters and photographers/videographers
- Conducted brainstorming sessions with creative team, maintaining strategic thinking to develop innovative and actionable initiatives in a fiscally responsible manner
- Wrote, directed, and led over 5 plays/theatrical productions
- Collaborated with the Operations Director to plan multiple events at the same time

EDUCATION HISTORY

Conestoga Valley High **2001–2005**
Diploma

Referrals available upon request