


 **Location:**
Los Angeles, CA

 **Contact Number:**
323.365.9580

 **E-mail Address:**
ramirezo@ucla.edu

 **Online Portfolio:**
omarramirez.net

A marketing and multimedia design professional with 10 years of experience developing creative content, branding, motion graphics/video, UI/UX, and marketing solutions for global clients including 20th Century Fox, ABC/Disney, Warner Brothers, Sony Pictures, Universal Studios, Paramount Pictures, Golden State Foods, AT&T, UNAIDS, Microsoft, and Hyundai. Began career while at UCLA (BA, Design/Media Arts, 06'), and served Entertainment focused creative agencies across a span of 5 years, before earning a graduate degree in business from UC Irvine (MBA, Marketing & Brand Strategy, 13'). Now merges analytical and creative passions daily.

EXPERIENCE

Marketing Manager/Art Director

BrandVolta (formerly The Brandery LA), Los Angeles, CA

Jan 2015 - Present

Marketing strategy/management, creative project management, content planning/creation, and design/art direction for branding, UI/UX, and promotional services internally and for clients in sectors including music, pro audio-visual, automotive, apparel/fashion, lifestyle, tech/IT, education, and energy

- Develop/manage/monitor marketing personas, campaigns, SEM/SEO, analytics, using CRM & analytics systems including Hubspot, while establishing a brand voice for the company and its clients across various channels - built company website (www.thebranderyla.com) and initiated its social media presence (YouTube, Instagram, blogs, etc) and currently heading rebranding to BrandVolta and headed transition to new site (www.brandvolta.com)
- Market research and copy writing/editing for PR, marketing plans/roadmaps, messaging, blogs, presentation/sales materials, and content offers
- Creative/project management lead across channels, including web UI/UX, print, video/motion graphics, social media, brand identity, e-commerce, sales presentations, content offers, collateral, campaigns (AdWords, email blasts, CTAs, etc) and swag, serving as a liaison with clients and vendors
- Headed complete site redesign/rebuild, & overhaul of marketing efforts, including ads, video, displays and tradeshow (NAB) presence, & collateral for pro AV equipment manufacturer, Bittree (www.bittree.com); rebranding and site redesign for Managed IT company, AMC (www.amcsolutions.com); redesigned vegan apparel e-commerce site to 650% sales increase & energy equipment and services client site to 20X increase in revenues

Freelance Marketing Strategist | Art Director

www.omarramirez.net, Los Angeles, CA

May 2006 - Present

Provide marketing strategy and creative consulting, design, animation, and art direction for branding, UI/UX, video, print, info-graphics/presentations, working with clients to scope and budget projects, develop creative content and marketing touch-points, and hone brands. **Select projects:**

Office of California State Senator, Holly J. Mitchell, Los Angeles, CA

Summer 2014, 15, 16

- Designed branding (logos, web ads, flyers, step & repeat, shirts, stickers, activity cards, etc.) for corporate sponsored community event at Exposition Park

Golden State Foods, Irvine, CA

Fall 2014

- Marketing consulting, graphic design and motion graphics animation for \$6 Billion company and primary supplier for McDonald's globally Golden State Foods' GSF Foundation's annual charitable fundraising campaign, and presentation/motion design for GSF sponsored corporate awards ceremony

JAFRA Cosmetics International, Westlake Village, CA

Summer 2014

- Produced educational and promotional video segments, including bilingual (English and Spanish) event branding, bumpers, dynamic text segments, title treatments, and various motion graphics in After Effects for international cosmetics company Jafra

Marketing & Strategy MBA - Internships and Practicum

The Paul Merage School of Business, University of California, Irvine, CA

Aug 2011 - Jun 2013

Completed marketing and design work for companies while a MBA student at The Paul Merage School of Business, UC Irvine. **Select assignments:**

MBA Marketing/Branding Consultant & Team Creative Lead - MBA Practicum

Hyundai Motor America, Costa Mesa, CA

Fall Quarter 2012

Conducted primary research and compiled market intelligence focused on Millennial consumers to develop an external-facing brand persona capable of maximizing Hyundai's overall brand appeal and growth potential by leveraging insights into brand perception and generational trends tied to auto use

- Designed, deployed, and analyzed surveys, interviews and on-line polls to gather quantitative and qualitative insights from both Hyundai enthusiasts and potential Gen-Y users - conducted and filmed both general population surveys and in-depth interviews with Hyundai owners
- Led creative development and execution of original visual collateral, videos, and iconography, to communicate a marketing plan grounded in resulting research findings - presented findings and recommendations to Hyundai brand management, marketing and advertising leadership

MBA Product Marketing Consultant/Designer, AT&T U-verse - MBA Summer Internship

AT&T AdWorks, New York, NY

Summer 2012

Developed B2B positioning, messaging, and visual communications for AdWorks products (web, mobile, and TV advertising), with a focus on AT&T U-Verse as a platform for targeted traditional TV spots, and experimental iTV ad offerings, using quantitative and qualitative research

- Collaborated with Chief of Staff and product marketing and sales leadership to develop original layouts, graphics, interface mock-ups, iconography, and copy for presentations and collateral delivered to key clients and partners
- Created marketing collateral and templates for planning, operations, and sales teams to ensure consistent communication of product and brand image, and value proposition across channels
- Partnered with internal and external groups (Ipsos and Medialink) to formulate market surveys, to track knowledge of, adoption rates, and interest in emerging technologies crucial to the product roadmap - NFC, mobile payments, geotargeting, second screen experiences, interactive television



EXPERIENCE (continued)

Visual/UI/Motion Designer

Trailer Park (www.trailerpark.com), Hollywood, CA

2008 – 2010

Developed, storyboarded/pitched, and executed content, communications, motion graphics and interface design for clients including Disney, 20th Century Fox, Universal, Warner Brothers, Audi, Lucasfilm, Summit, Paramount, Sony, Microsoft, and Active Video as part of a leading Entertainment agency

- Led branding efforts, developing original logos, icons, and fonts (created original font used in UI & packaging for Avatar Home Entertainment release), for media including DVD and Blu-ray menus, featurettes, interactive special features and games, set top apps, mobile apps, tablet experiences, corporate presentations, web, and cloud TV - developed v 2.0 UI template for Warner Bros. Blu-ray with in-house programming team
- Established the visual direction and executed creative for Home Entertainment releases of dozens of multimillion dollar properties, including Terminator, Knowing, Burn Notice, Taken, Moon, Avatar, Pinocchio, and Transformers, reaching millions in markets across the globe (also involved in localization)
- Liaised across functions/divisions, working closely with management, producers, production artists, editors, and programmers to develop and execute various forms of added value content, including new product development/concepting for mobile and set-top applications

Visual/UI/Motion Designer | Graphics Supervisor

Company Wide Shut (www.companymidshut.com), Los Angeles, CA

2005 – 2007

Developed, designed and animated creative content and user interface for DVD and Blu-ray home entertainment and event graphics as a key member of a boutique Entertainment focused agency serving clients including 20th Century Fox, Lionsgate, NewLine Cinema and the US Government

- Design, production, and project management lead on dozens of titles, including The Lord of The Rings trilogy, The Simpsons, Robocop, King Kong, Pan's Labyrinth, Once, and Mr. and Mrs. Smith, and assisted in special photo and video shoots, including prop building and lighting/composition
- Improved operational efficiency by establishing quality control procedures for static and motion deliveries, training of new staff, and serving as a liaison with freelancers and assured assets were delivered on time, and to technical specifications of respective authoring houses including GDMX, Deluxe, & IK
- Key in every stage of creative development - brainstorming, storyboarding, pitching, practical shoots, capture and edit via Final Cut Pro, and post; constructed props and set up/coordinated special shoots (video and photography)

EDUCATION

Master of Business Administration, Marketing and Strategy

UC IRVINE | THE PAUL MERAGE SCHOOL OF BUSINESS **The Paul Merage School of Business, UC Irvine, Irvine, CA**

2013

- Merage Faculty Fellow Scholarship Recipient • Active in: National Society of Hispanic MBAs, Diversity in Business Association (Marketing VP), Entertainment Management Association, and Merage Marketing Association

Bachelor of Arts, Design | Media Arts

UCLA University of California, Los Angeles, Los Angeles, CA

2006

- National Society of Collegiate Scholars • Jr. Designer for ASUCLA Sales & Marketing and UCLA Athletics Hall of Fame - Designed ads, graphics, signage, and collateral for Athletic Hall of Fame, campus stores and departments, UCLAstore.com and UCLA Spirit Stores, and the Daily Bruin

TECHNICAL EXPERTISE

Proficient in several software suites and platforms in Mac & PC environments, including but not limited to the following:

Video/Multimedia

- Photoshop
- Illustrator
- Indesign
- After Effects
- Premiere
- Cinema 4D
- Final Cut
- Maya

Productivity

- MS Office
- Google Suite
- Trello
- Slack

Presentation

- Keynote
- Powerpoint
- Prezi

Web

- Wordpress
- Shopify
- Squarespace
- Hubspot
- Google Analytics
- Google AdWords
- Mail Chimp

Also knowledgeable in coding fundamentals:



TOP SKILLS & SPECIALTIES

- Marketing Research/Strategy
- Content Development/Planning
- Visual Communications & Presentations
- Cross-functional Project Management
- Creative/Art Direction
- Motion Graphics Animation/Video
- UI/UX Design & Wire-framing
- Branding & Identity

LANGUAGES

Native Proficiency:
English & Spanish



CERTIFICATIONS



HubSpot:
Inbound Marketing Certified
VALID THROUGH 7/16

To view samples & learn more, visit:

OMARRAMIREZ.NET

Also on Vimeo at:
vimeo.com/omarramirez