

# BIANCAROSE

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## EXPERIENCE

### MARKETING COMMUNICATIONS SPECIALIST

Rev Software • December 2014 - Present

Manages the overall brand and communication for startup company. Coordinates with Sales Team to create original marketing campaigns. Spearheads website design and blog management. Oversees all social media channels: Facebook, Twitter, LinkedIn, with a 20% increase of followers.

### JR. GRAPHIC DESIGNER

Jeffrey Scott Agency • June 2014 - November 2014

Assisted Design Team with a variety of print and web advertisement and identity projects for a range of clients ranging from Agriculture to Medical industries. Main focus was production work, prepped files for printers and various other file outputs.

### GRAPHIC DESIGN STUDENT ASSISTANT

Student Health Center • May 2013 - May 2014

Primary designer for Health Promotion and Wellness program, created original printed collateral and maintained Student Health Center website.

### SR. GRAPHIC DESIGNER & MARKETING ASSISTANT

University Courtyard • May 2012 - August 2013

Supervised the art & design of all print & web collateral. Collaborated with Marketing Team on a variety of campaigns for promoting University Courtyard, establishing use of social media: Facebook, Twitter and Instagram, helped gain 100 new followers.



## EDUCATION

### CALIFORNIA STATE UNIVERSITY, FRESNO

Bachelor of Fine Arts in Graphic Design  
2009 - 2014 • Magna Cum Laude  
NASAD accredited Art & Design Program



## FREELANCE EXPERIENCE

### Reel Pride 2014 • JP Marketing

September 2014: Integrated Campaign Design

### Hank Green • Youtube Vlogger, Entrepreneur

June 2014: Album Layout Design

### Art & Design Department • Fresno State

May 2014: BFA Show Coordinator



## ACHIEVEMENTS & ACCOLADES

### AWARDS

AAF American Advertising Awards, District 14: Gold & Silver 2014

FAF ADDY Award: Gold & Silver 2013 - 2014

### SCHOLARSHIPS

FAF John Reed King Scholarship: 2013

Adolf Odorfer Art Scholarship: 2009, 2012 - 2013

Ina Thomas Memorial Scholarship in Art: 2010

### HONORS

Magna Cum Laude, 2014

Dean's List: 2009 - 2013, Presidents List: 2011 - 2014

International Baccalaureate Diploma Graduate, 2009

### MEMBERSHIPS

AIGA, 2013

ADC, 2013

Society of Typographic Aficionados, 2013

Society of Publication Designers, 2014



## SKILLS

### DESIGN

Mac & PC Platforms; **Adobe:** Creative Suite, Flash, Light Room; Basic HTML, CSS & CMS; FontLab  
Fontographer

### MARKETING

Google Docs, HootSuite, Sharpspring, MailChimp  
Squarespace, Wordpress

### OTHER

DSLR, SLR and darkroom photography; costume, makeup & set design; front-desk, office and customer service experience

THANK YOU FOR YOUR CONSIDERATION.