

GRAPHIC DESIGNER

w/ Marketing Team Lead Experience / Inna Bagaeva Watson

www.innabagaeva.squarespace.com

- » Proficient in **Mac Platform**
- » **B2B, B2C** experience
- » **Magento** website maintaining
- » **MailChimp** E-mail blast design and campaigns
- » **Wordpress** articles editing and upload
- » **Wrike** task management system
- » Product photography and image **editing**
- » **Social Media** managing experience
- » **Google ads** design and campaigns
- » **Bilingual**: English - fluent / Russian - native

★★★★★

InDesign

★★★★★

Photoshop

★★★★★

Illustrator

★★★★★

Bridge

★★★★

Acrobat

★★★★

Microsoft Office

★★★

Lightroom

EXPERIENCE

Group-A Engineering: Skunk2 Racing, Kraftwerks USA, Grams Performance & Design

Marketing Team Lead, Graphic Designer / September 2015 - Present
Norco, CA

- ∴ Oversee and motivate marketing team
- ∴ Blend photography, imagery, charts, text, and multimedia elements to create high-impact designs
- ∴ Design printed collateral and prepare files for print: catalogs, brochures, flyers, booklets, business cards, packaging and product design
- ∴ Design and web upload: website banners, facebook covers, social media graphics, google ads
- ∴ Take product photography, edit raw files and process images for web and print
- ∴ Prepare press releases, product releases, contact advertising agencies and magazines
- ∴ Work closely with engineering department on developing marketing imagery in Solidworks
- ∴ Manage social media accounts and create relevant attention grabbing content
- ∴ Learn and understand general aftermarket performance parts industry and competition.
- ∴ Work show booths, event photographer, create race car decals, car wraps, apparel design

Creative Circle

Freelance Graphic Designer / January 2015 - July 2015
Irvine, CA

- ∴ Gladstein Neandross & Associates | Worked on-site. Designed promotional materials such as Women in ACT flyers, welcoming postcard and tickets for GNA ACT Expo 2015 in Dallas, TX
- ∴ FiveTen | Worked off-site. Designed Camp Four product sell sheet
- ∴ Soest & Associates | Worked on-site. Learned quickly to sort out, laminate and mount event pavilion designs and trade show graphics

Southern Aluminum

Graphic Designer / July 2012 - August 2014
Magnolia, AR

- ∴ Helped redesign brand identity, maintaining conceptual and graphic consistency
- ∴ Designed marketing material: catalogs, brochures, direct mailers, flyers, mock ups, presentation boards, swatches
- ∴ Product and install photographer for the marketing department, retouched pictures to create desired effects
- ∴ Assisted design team and provided feedback with promotional print and web advertising
- ∴ Worked closely with multiple departments to establish conceptual and design direction
- ∴ Prepared executive presentation material for: Marriott International, Inc., Starwood Hotels and Resorts Worldwide, Inc., Hilton Worldwide
- ∴ Procured marketing material, and mailed out marketing information
- ∴ Worked closely with the president of the company to ensure his design ideas were met

EDUCATION

Southern Arkansas University / Magnolia, AR

Bachelor of Fine Arts: Communication Design / 2009 - 2012

Graduated Magna Cum Laude

Moscow State Pedagogical University / Moscow, Russia

Bachelor of Arts: Linguistics / 2005 - 2009