

Tara Brooks

SENIOR MARKETING DESIGNER

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Technical Skills

- Advanced user of Mac + PC
- Advanced user of Adobe Suite, CC
- Writing and editing
- InDesign
- Photoshop
- Illustrator
- After Effects
- Dreamweaver
- Trello, Teamwork
- Basecamp, Smartsheet
- Wordpress/Joomla
- Drupal
- Html 5/xhtml
- CSS/less
- PHP
- SEM/SEO
- Google Analytics
- Google Adwords
- Acrobat
- Microsoft Word
- Excel
- Powerpoint
- Google Docs

Languages

English + Spanish

Personal summary

I have 10+ years in marketing, management, communications, web/graphic design, and SEO. My background consists of specialized training in all facilities pertaining to web, branding, SEO and graphic design, from rendering designs in Adobe Suite to web flow and function HTML. I've been working at Ameravant Web Design as Project Manager, managing web production, support desk, social media/SEO for clients. Working for SB News-Press, I can write, and edit. I have a fine art education. I attended UCSC (art and writing) and then SBCC for a degree in Graphic Communications with a multi-media emphasis. For the last 5 years I have also freelanced with a variety of companies.

Work Experience

FT Project & Customer Service Manager - Ameravant Web Design

Overseeing web production, design, deployment, hosting, SEO for clients, and training for customers. I train interns. I also handle the Customer Service support desk, and tickets in Teamwork. Vision Tracker, SEO software is sold to customers so we also do SEO consulting and web design based on SEO. Used Trello, Teamwork.

May 2015 - November 2015

FT Digital Media Manager in Marketing - Wyatt Technology

I was the PM for the new website, a Joomla migration from 1.5 - 3+. I maintained the 600+ Joomla website. I managed & created ALL media assets including: webinars, trade shows, print production/online ads, with Adobe Creative Suite. Handled Vendors. Installed Basecamp for Marketing department and Teamwork for dev team.

Sept 2013 - May 2015

Full-time Freelance Web/Graphic Designer/SEO -

Latest projects: Editing/Designing physics book through a grant.

Time Machine Music Festival - web design/marketing/production

March 2010 - Sept 2013

FT Graphic Design Manager/Editor - Bellerophon Books, www.bellerophonbooks.com

Children's Educational Book Publishing Company

Responsibilities include production management, editing, design, digital output, print production and web design. I use Adobe CC on MAC and a PC. I handle book conversion from film to digital. I did materials for advertising including: logos, catalog, and brochures.

March 2007 - March 2010

FT Graphic Composer Manager/Designer in Pre-Press - Santa Barbara Newspress

Responsibilities include: cover and ad design, page pagination, graphic layout and editorial. I work under daily deadlines. 2 years desktop publishing required, including: Adobe InDesign, Photoshop, Illustrator, Dreamweaver for web design. I also train employees.

April 2003 - September 2007.

References available on Request.

Education

July 2015

Spring 2011

Upgrade March 06

Jan - March 2003

1997 - Current

1994 - 1995

1993 - 1994

Code School - Completed HMTL/CSS Foundations, JS, GIT

Web Design Class - Refresh web skills at SBCC

Santa Barbara News-Press - Adobe InDesign Class/Certified

Adult Education - Completed Adobe Illustrator Class

Santa Barbara City College

Major: AA Graphic Communications, Multi-media emphasis

University of New Mexico

Double Major in Art and Creative Writing

Award for jewelry (school gallery) and prints, in off campus gallery

UC Santa Cruz - BA, Double Major in Art and Creative Writing