



www.Marissalbanez.com

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(917) 584-7289

skills

VIDEO PRODUCTION

DEADLINE DRIVEN

CREATIVE DIRECTION

BRAND DEVELOPMENT

CONCEPTUALIZE

ENGLISH & SPANISH

TECHNICAL DIRECTION

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE ACROBAT

ADOBE PREMIERE PRO

ADOBE EDGE ANIMATE

ADOBE AUDITIONS

ADOBE MUSE

VLC

QUICKTIME

HTML/CSS

SOCIAL MEDIA

DIGITAL DATA ASSET MANAGEMENT

QUARK XPRESS

MS OFFICE

MAC OS X

MS WINDOWS

Marissa N. Ibanez

experience

1199SEIU Funds

Creative Manager, COMMUNICATIONS ◀ APRIL 2019 – PRESENT

- Head the Design Department, facilitating all design implementation in support of departments/brands of the three 1199SEIU Funds
- Create and revise graphics for various marketing elements, including: branding, advertising, collateral, packaging, web, motion graphics, video, email, promotional products, internal events, signage and visual displays
- Develop and maintain brand standards and oversee compliance company-wide, ensuring consistent visual brand experiences across all three Funds
- Collaborate with the writing, editing and production teams, guiding conceptual design discussions and development for brands, products and services
- Manage production specifications and materials, bidding/negotiating pricing and the printing and production of materials
- Secure and maintain relationships/projects with consultants, freelance designers, photographers and video production crew
- Coordinate photography and video production schedules and budgets
- Art direct off-site and in-house photography and video shoots
- Perform and give direction for photo editing, retouching and color correction, and prepare photography for print, web and social media
- Oversee management of photo and video archive
- Technically direct live and taped segments with off-site audio/visual engineers, camera operators, lighting and rigging operators
- Excellent interpersonal skills, including oral and written communications, and relationship management ranging from subordinates, to peers, to executives

Senior Graphic Designer, COMMUNICATIONS ◀ AUGUST 2008 – APRIL 2019

Graphic Designer, COMMUNICATIONS ◀ MARCH 2002 – AUGUST 2008

Administrative Assistant, EXECUTIVE COMMUNICATIONS ◀ DECEMBER 2000 – MARCH 2002

Administrative Secretary, 144 DIVISION ◀ NOVEMBER 1998 – DECEMBER 2000

Secretary, OFFICE SERVICES ◀ DECEMBER 1996 – NOVEMBER 1998

education

SUNY Empire State College, JULY 2017

B.A., The Arts with a concentration in Graphic and Multimedia Design