

# ANTOINETTE MARRERO

GRAPHIC DESIGN | PROJECT MANAGEMENT | PRINT PRODUCTION

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Strong foundation to Graphics, Marketing and Production complemented by knowledge of business operations, corporate events and the need for customer-focused service. Combines expertise in strategic market planning, organizational skills and project management with strong qualifications in campaign design, new product/service development and project launch.

## TOP KEY CAPABILITIES

- Strength in taking creative direction and key elements to develop any project from beginning concepts to final production.
- Collaborative and Team Player
- Takes initiative
- Working in high pace environment
- Attention to detail, problem-solving and multitasking abilities

## SKILLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
PACKAGING  
MAC & PC  
SPECIAL EVENTS  
ENGLISH & SPANISH

## AWARDS

Barnie's Coffee & Tea Company  
Employee of the Year 2009

Hello Destination Management  
Winner 2019

- Outstanding Program - California
- Outstanding Program Experience over \$500,000 - Nashville,TN

Hello Destination Management  
Nomination 2019

- Outstanding Program Experience \$150,000 - \$500,000 - Central Florida
- Outstanding Program Experience under \$150,000 - Washington, D.C. and Central Florida
- Outstanding Program Experience - Nashville,TN and Central Florida

## EDUCATION

A.S Graphic Design  
International Academy of  
Design and Technology  
Orlando, FL 2002-2003

Classes towards B.S Graphic Design  
Art institute of Ft. Lauderdale  
Ft. Lauderdale, FL 1999-2001

Specialized Business classes  
Lake Sumter Community College  
Clermont, FL 2006-2007

## EXPERIENCE

### Hello Destination Management – Orlando, FL

#### National Asset Manager - Graphic Designer & Print Specialist

Apr 2019 – May 2020

#### Graphic Designer and Print Production Manager (interim)

Sept 2018 – Apr 2019

- Works on graphics for branding, special events client and partnership proposals
- Oversees in-house workflow management with designers and vendors.
- Tracking and schedule projects, vendor communication, internal and external invoicing , and logistical coordination multiple projects
- Maintained responsibilities held under Graphic Designer and Production Specialist

#### Graphic Designer and Production Specialist

Jul 2018 – Sept 2018

- Work in conjunction with the National sales and creative team on design projects including but not limited to branding and small to large themed events
- Knowledge of various printing methods and materials
- Maintained responsibilities held under Print Production Specialist

#### Print Production Specialist

Jul 2017 – Jul 2018

- Design, purchase and inventory all printed items for Hello! and Mears Transportation
- Design and layout of basic projects for Hello! events
- Maintain and operate Canon digital printer and Large format Rolland with plotter

### Freeman – Orlando, FL

#### Graphic Layout Specialist/Coordinator

Aug 2014 – Jul 2017

- Design and layouts for large format for exhibits, trade show, corporate meeting and public events
- Use online project management tool (Passport) to communicate with sales, detail, design and clients
- Create production ready layouts & submit to production, following final client approval

### Barnie's CoffeeKitchen – Orlando, FL

#### Design Manager

Mar 2013 – Jul 2014

- Specialize in creative solutions for developing and managing designs for retail and restaurant locations, food packaging, product development, gifts, product displays, ecommerce, local and Internet campaigns
- Responsible for conceptualization and implementation of design of solutions that meet marketing strategies from concept to completion solutions to present to Senior Management
- Responsible for project management of all design related projects such as managing work requests, project priorities and support workload distribution across the team
- Project manager in developing Barnie's CoffeeKitchen new website
- Work closely with outside agencies, partnering to create high-quality end product
- Perform lead role in hiring and overseeing creative direction for photography and freelance designers
- Gather research, sales, insights and analytics to determine Internet Marketing strategies
- Manage social media presence to include Facebook, Twitter, Instagram and Blogger Events
- Maintained responsibilities held under Graphic Designer and Marketing Coordinator

#### Graphic Designer and Marketing Coordinator

Sept 2008 – Mar 2013

- Coordinate the logistics among all departments from initial promotional idea to implementation in the stores and website. Develop calendars, plan-o-grams and memos for management and staff
- Responsible for developing, organizing and designing promotions and email campaigns for ecommerce and social media
- Maintained responsibilities held under Graphic Designer

#### Graphic Designer

Aug 2005 – Sept 2008

- Create communications and marketing print materials, digital assets for national and regional initiatives and campaigns across departments, including brochures, flyer's, coupons, posters, postcards, newsletters/direct-mail pieces, catalogs, menus, displays and outdoor graphics
- Private label product designs and product packaging
- Knowledge of digital, screen, press, film and box printing processes and materials
- Create production ready layouts and submit for printing and attend press checks for accuracy

### Color Reflections – Orlando, FL

#### Graphic Designer, Digital Production

Sept 2004 – Mar 2005

- Graphic design and print production

### Walt Disney World Swan and Dolphin – Orlando, FL

#### Recreation Attendant Feb 2004 – Aug 2004

### Walt Disney World – Orlando, FL

#### Entertainment / Cast Member Performer Jan 2001 – Aug 2003