

ELOISA L. GUEVARRA

38 Carluke Crescent, Apt. 415, North York, ON, M2L 2J4 | **PHONE:** 647-244-6589
E-MAIL: eguevarra7@gmail.com | **LINKEDIN PROFILE:** Eloisa Lauren Guevarra
PORTFOLIO: guevarradesign.com



EDUCATION

GEORGE BROWN COLLEGE

Graphic Design Graduate

CENTENNIAL COLLEGE

Advertising and Marketing Graduate



HOBBIES & INTERESTS

Dancing

Traveling

Playing volleyball

Cooking

Yoga

Watching TV shows & movies



SKILLS & QUALIFICATIONS

- Enthusiastic and outgoing individual
- Reliable & punctual
- Well organized
- Multi-tasker
- Excellent communication skills
- Great team player
- Innovative & creative thinker
- Knowledgeable in Adobe Photoshop, In-Design & Illustrator
- Well-versed with Microsoft Office (Word, Powerpoint & Outlook)



WORK EXPERIENCE

FLEET COMPLETE

Digital Marketing Coordinator and Graphic Designer

April 2017 - Present

- Designing sell sheets, PowerPoint presentations and other collateral following brand guidelines of our carriers
- Coordination and support for regional sales managers in regards to delivering materials, designing collateral, and organizing tradeshow
- Creating and updating digital and print material for new product introductions
- Creating and updating email templates
- Planning, designing and creating content for social media posts
- Recording video footage and video editing
- Creating package designs for our product
- The brand police for Fleet Complete

THE TRAVELLER INC.

Junior Graphic Designer

May 2015 - April 2017

- Provided aid in the design and production of all event print (signs, documents, packaging) and web design.
- Produced mock-ups for client reviews.

- Produced final art based on event themes and/or brand style guide.
- Continued to develop skills in the latest desktop publishing, printing, web and graphic design techniques.
- Maintained a professional rapport with all customers, outside printers, and other firms, over the production of materials within the agreed deadlines, as needed.
- Excellent time management/prioritization skills and ability to work in a busy environment with competing deadlines.

CUE DIGITAL MEDIA

Client Services Manager & Ad Operations Support

November 2013 - May 2015

Assisted sales reps, acting as a liaison between Cue Digital Media's clients and their publishers. Responsibilities included:

- Producing and distributing all required documentation and files.
- Monitored campaigns from start to finish.
- Communicated the campaign progress between parties ensuring all involved remain informed and accommodated.
- Maintaining client/publisher relationships.
- Gained ad trafficking experience using AdTech.