



Paulina Vargas

Marketing & Design
Scottsdale, AZ

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OBJECTIVE



It is my goal to be a part of an innovative team and contribute my expertise in the field of marketing and design. Paired with my creative outlook and keen attention to detail I want to help develop engaging marketing campaigns and design solutions to measure progress towards goals and deliver exceptional results.

PROFESSIONAL SKILLS

Bilingual (Spanish)	●●●●●●●●●●●●●●●●
Digital marketing strategy	●●●●●●●●●●●●●●●●
Automation & reporting	●●●●●●●●●●●●●●●●
Project management	●●●●●●●●●●●●●●●●
Detailed/organized	●●●●●●●●●●●●●●●●
Lifecycle marketing	●●●●●●●●●●●●●●●●
eCommerce marketing	●●●●●●●●●●●●●●●●
Retail marketing	●●●●●●●●●●●●●●●●
Diplomatic leadership	●●●●●●●●●●●●●●●●
Creative problem solving	●●●●●●●●●●●●●●●●

EDUCATION

2010 **Art Institute of Phoenix** / Phoenix, AZ
Marketing/Minor in Graphic Design, Bachelor of Arts

ACTIVITIES



TECHNICAL SKILLS

Adobe Creative Suite	●●●●●●●●●●●●●●●●
UX prototyping/testing	●●●●●●●●●●●●●●●●
Microsoft products	●●●●●●●●●●●●●●●●
Google Analytics, AdWords	●●●●●●●●●●●●●●●●
CMS (WordPress, Joomla)	●●●●●●●●●●●●●●●●
CRM (Salesforce/Act-On)	●●●●●●●●●●●●●●●●
Radian6/Crimson Hexagon	●●●●●●●●●●●●●●●●
NUVI/Affinio	●●●●●●●●●●●●●●●●
Data analysis/ Data mgmt.	●●●●●●●●●●●●●●●●
Marketing research	●●●●●●●●●●●●●●●●

WORK EXPERIENCE

2016 ● **Affinity/ Kyle Moyer & Co.** / Scottsdale, AZ
Art & Digital Strategy Director
Develop branding and digital marketing strategy to execute across social media, email, and advertising campaigns. Manage production designers, and outside vendors. Oversee account management. Marketing Automation - Segment and analyze prospect database to target campaigns. Strategize and develop campaigns and test their success to identify key performance metrics.

2015-2016 ● **Waggle Dance Marketing Research, LLC** / Scottsdale, AZ
Marketing Research Consultant
Specialize in informing on design by studying human responses and interaction to product and service related information and experiences. Work to develop a more efficient/effective way to market products or services by providing deeper, richer insights about consumers. Distill findings and design into data visualization for superior reporting. A key member of a team of experts in marketing, social psychology, linguistics and data analysis for Social Semiotics; using data from a proprietary, social media monitoring software, to uncover emotional themes driving digital conversation.

2015 ● **Ethology** / Scottsdale, AZ
Digital Marketing Research Specialist
Conduct in-depth digital marketing data analyses for Ethology's digital marketing departments, which includes email, social, search, analytics, user experience, content, local and strategy. Distill findings and creative insights, both graphically and verbally, from large sets of qualitative and quantitative data into digestible and actionable recommendations. Develop, deliver and present strategic findings presentations to clients.

2013 ● **Eye Care for Animals** / Scottsdale, AZ
Marketing Specialist
Provide a vital support role for the Marketing Department. Responsible for coordination of national events. Manage and develop lifecycle marketing strategies. Design engaging advertising campaigns along with digital and print collateral. Create and analyze marketing reports to identify ROI, conversions, and derive meaningful insights to identify trends. Serve as a primary marketing support for all of Eye Care for Animals 50+ practices nationwide. Lead creative director for company re-brand 2014. Lead director of UX Design for company web redesign in 2015.

2013 ● **NFDNetwork** / Scottsdale, AZ
Web/Graphic Designer
Developed and designed marketing and advertising materials. UX Design for eCommerce websites for national and international firearm manufacturers, including Fiochi, FNH, Liberty Ammunition, USM4, and Mossberg. Designed corporate branding and marketing material including brochures, identity materials, trade show booths, mailers, and promotional products. Developed graphics for digital and print advertising.

2010 ● **Graphique Creative** / Scottsdale, AZ
Social Media Marketing & Graphic Design
Specialized in social media marketing and SEO. Managed 6-8 social media accounts per quarter. Developed and implemented social media and advertising campaigns. Designed print collateral for national and international clientele, including brochures, identity materials, trade show booths, signage, promotional products, data sheets, white papers, content briefs and data visualization reports corporate branding.