

ALEC DAMIANO

VISUAL DESIGN | COMMUNICATIONS | BRANDING

CONTACT



✉ alecdamiano@outlook.com



alecdamiano.com



Glendale, AZ, USA

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Audition)

WordPress CMS

Microsoft Office

EDUCATION

Master of Business Administration (M.B.A.)

Southern New Hampshire University

2019

- 3.89 GPA
- Music Business concentration

Bachelor of Arts (B.A.)

Journalism & Mass Communication

Arizona State University

2015

- Summa Cum Laude
- 3.98 GPA
- National Society of Collegiate Scholars

LANGUAGES

English

Spanish

PROFILE

Results-oriented and self-motivated branding specialist proficient in developing creative marketing collateral for diverse projects in a variety of mediums. Establishes clear standards and enforces protocols for consistent, high-quality results.

WORK EXPERIENCE

Marketing & Technology Manager

Association for Career and Technical Education of Arizona

6/2021 - Present

- Developing, publishing, and distributing executive communications and newsletters to more than 3,000 association members and stakeholders
- Assist in the organization, planning, and marketing of in-person, virtual, and hybrid events, ranging from small courses to large conferences with 1,500 attendees
- Designing marketing assets for print and web, such as flyers, brochures, letterheads, large-format signage, and web banners
- Maintaining and redesigning association websites and event management system
- Expanded the association's presence on social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Developed and implemented a content calendar for social media
- Researched, adopted, and implemented new technologies, resulting in increased efficiency
- Used Adobe Photoshop, Illustrator, InDesign, and Canva to develop marketing assets
- Data analysis of website and social media analytics with Meta Business Suite, Twitter Business, and Google Analytics
- **Awards:** 2022 and 2023 Association for Career and Technical Education Region V Website Communication Award

Employee Communications Specialist

Fender Musical Instruments Corporation

1/2018 - 5/2020

- Drafted and published internal communications in English and Spanish, such as weekly factory reports, company newsletters, executive announcements, and press releases
- Assisted in planning, organization, and marketing of company events, such as town hall presentations, professional development trainings, employee recognition ceremonies, and concerts
- Created content for internal communication channels, such as news articles, training videos, product demonstration videos, and interviews
- Developed, designed, implemented, and maintained a new employee intranet platform, and collaborated on a launch campaign for that new platform
- Contributed to employee benefits communications, assisted with open enrollment, and translated benefits documents from English to Spanish
- Photographed and filmed trade shows, artist visits, and employee recognition projects
- **Award:** 2020 Ragan Employee Communications Award for Best Intranet Video - *Women at Fender Making Rock Herstory Since 1946*

ALEC DAMIANO

VISUAL DESIGN | COMMUNICATIONS | BRANDING

CONTACT



alecdamiano@outlook.com



alecdamiano.com



Glendale, AZ, USA

EXPERTISE

- Project Management
- Content Development
- Social Media Management
- English to Spanish translation and transcription
- Digital Marketing
- Event Management

WORK EXPERIENCE

Associate Video Editor

Edgenuity

6/2015 - 1/2018

- Filmed instructional content using a TriCaster in a green screen studio environment
- Edited together video, audio, still imagery, and motion graphics for creative and informational multimedia projects
- Collaborated with third-party vendors for storyboards, graphics, and closed captioning files, and conducted quality control for these assets in a timely manner
- Worked tight deadlines with team and made quick creative editing decisions to maintain high quality of work
- Delivered edits with multiple camera angle choices, titles, graphics, audio, and special effects
- Organized assets by collecting data from camera media, transcoding video and audio files, and managing file backup to digital asset management system

Video Production Assistant

ASU Foundation

7/2014 - 6/2015

- Scheduled, photographed, and filmed events and interviews in a variety of environments, including indoor studio shoots and outdoor on-location shoots
- Created motion graphics that were consistent with university branding
- Developed and proposed project scripts, sketches, and storyboards to gain client approval during and throughout project phases, from pre-production to post-production and publishing
- Assisted in scripting and filming a commercial that was played at Sun Devil Stadium during the 2014-2015 academic year
- Managed video shoots and performers while operating production equipment including DSLR cameras, audio recorders, microphones, tripods, gimbals, backgrounds, and lighting kits
- Collaborated with supervisors and stakeholders to lay out filming sequences and create budgets for background music, stock footage, and other materials
- Managed compression and storage of audio and video data

Freelancer

Self/Black Monarch Productions

2/2013 - Present

- Created video content spanning documentaries, music videos, and promotional videos
- Involved in all phases of video production (pre-production, shooting, editing, to post-production and publishing)
- Developed creative design for marketing materials such as logos, flyers, banners, brochures, business cards, and signs
- Met with customers to present mockups and collect information for adjustments
- Redesigned client websites and assisting in maintaining them via WordPress
- Implemented ecommerce capability for websites via WooCommerce and Shopify