

VENESSA BAEZ

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Professional Experience

Suncoast Credit Union
Web Designer
04/15 – Now

Responsible for design and development of 360° campaigns, including landing pages, animated display ads, email marketing, and branch collateral.

Lead strategic and creative execution behind automated outbound email programs: planning, design, coding, and delivery.

Instrumental in the launch of the Suncoast blog, responsive website redesign, and content management system upgrade, including strategy and QA.

Produced live-action and motion animated videos in line with the brand's content marketing strategy and social media needs.

Suncoast Credit Union
Marketing Assistant
04/14 – 04/15

Managed intranet site and oversaw initial redesign.

Responsible for layout and design of collateral, advertisements, and online graphics.

Instrumental in redesigning the online banking billpay application.

Baez Creative Company
Owner & Designer
08/11 - Now

Primary services offered include web design, brand identity development, video production, and motion graphic animation.

Previous clients include Sips Espresso Service & Supply, Leukemia & Lymphoma Society Mother Teresa of Calcutta Catholic School, Pandopinions, and State of Sunshine.

Volunteer Experience

AIGA Tampa Bay
Chapter President
08/16 – 08/18

Led the chapter through a rebuilding stage, including board operations, event project management, and marketing strategy.

Carrollwood Theater
Public Relations
10/12 – 10/16

Duties included designing PR materials and collaborating on the development of marketing strategies for events.

Additional Skills

- Strong problem solving and reasoning
- Email development and marketing
- Rapid prototyping
- SEO fundamentals
- Responsive web design
- Video pre- and post-production
- Motion graphic animation

Awards & Recognitions

Adobe Creative Jam, Creative South 2017, Motion Design, Judge's Choice

CUNA Diamond Award 2015, Suncoast Credit Union, Complete Campaign

CUNA Diamond Award 2016, Suncoast Credit Union, Community Event

Designated as a *Teacher to Watch* on Skillshare and class chosen as a *Staff Pick*

Certifications & Training

Associate in Science – Digital Media

Associate in Science – Web Design

Design Sprint Foundations Nanodegree Udacity, completed January 2018

Sitecore DMS 1.0 Certified Marketer Sitecore, certified as of July 2014

Bronto Certified Specialist

Bronto, certified July 2015 – July 2018

Software & Tools

Adobe Creative Cloud (Photoshop, Illustrator, Premiere, After Effects, XD, InDesign, Audition)

InVision & InVision Studio

HTML5 & CSS3

Sitecore 8 CMS

About Me

Originally hailing from Tampa, Florida, I am a multi-disciplinary designer who is excited to start the new chapter of my career in LA county.

[linkedin.com/in/venessabaez](https://www.linkedin.com/in/venessabaez)
[behance.net/venessabaez](https://www.behance.net/venessabaez)
[dribbble.com/venessabaez](https://www.dribbble.com/venessabaez)
baezcreative.co/portfolio

