



Andrew Anico

Graphic Designer

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WORK EXPERIENCE

Girl Scouts of California's Central Coast 8/2021-12/2022

Marketing Graphic Specialist Create rich content that attracts target markets to GSCCC channels/platforms, including press releases, blog posts, social media, marketing collateral, reports, webinars, and infographics. Create and schedule social media posts, input events on the website event calendar, and Facebook events, and design marketing collateral such as flyers, brochures, and posters. Design web banners for the home page as well as other website elements. Write a blog and social media posts. Set up print-ready files and contact and place orders with our vendors for all our print needs for small and large formats. Collaborate with other departments on special projects fun development and website projects. Create videos, and schedule email blasts using Salesforce Marketing Cloud.

City of Oxnard 5/2019-12/2021

Graphic Designer Responsible for Designing Seasonal Recreation Guide online - Fall/Winter, Spring, and Summer. Design all marketing for City of Oxnard Events: Tamale Festival, Insect Festival, Santa Float Tour, and the Multicultural Festival. Event photography, creating banners, slide shows, and other web assets. Coordinating with Vendors on various projects: Print Quotes, Project Specification, and Project Management.

Homes and Land Magazine 3/2018-4/2019

Freelance Graphic Designer Responsible for creating advertising pages for various Homes and Land Magazines. Create new ad concepts, and change ad materials for repeat clients. Close out final pages using proprietary software (TAPS) Imaging. Manage and pre-flight all ad files for preparation to print. Content Management of Real Estate Property information uploaded to interactive flipbook online line.

Tip Top Bio Control 1/2016-3/2018

Graphic Designer Design Marketing Collateral ie: sell sheets, postcards, stickers, product catalogs, and product labels. Responsible for quality assurance of all print files going out. Update web content. Keep inventory of all marketing material that needs to be checked in and reordered.

Accomplishments Within a few months I was the lead to be responsible for many projects. I created new branding for the company.

EDUCATION

Art/Graphic Design - B.A. / 2001

California State University, Long Beach

PERSONAL SKILLS

- Creativity
- Communication
- Organization
- Team Player



PROFESSIONAL SKILLS

Adobe InDesign	★ ★ ★ ★ ★
Adobe Illustrator	★ ★ ★ ★ ★
Adobe Photoshop	★ ★ ★ ★ ★
Adobe Dreamweaver	★ ★ ★ ★ ★
Microsoft Office	★ ★ ★ ★ ★
Basic HTML	★ ★ ★ ★ ★

ACTIVITIES / INTEREST

Sports: I enjoy Boxing for fitness, Tai-Chi, Eskrima and Biking for leisure and fitness.

Other: Art, Design, Documentaries, Classic Martial Art and Action Movies, Foodie, DJing, Gaming

Music: 80s', 90s', R&B, POP, Dance, Electronic, Jazz

REFERENCES

Eileen Ringwald
Marketing Manager
Girl Scouts Los Angeles

📞 805.613.7211

Jose Cisneros
Marketing Specialist
Girl Scouts California Central Coast

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Art Director
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