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 in designcale

VANESSA CALE

EDUCATION:

- Texas State University**
B.F.A Communication Design
2012 - 2017
- Texas State University**
B.S Mass Communication-Advertising
Minor - Art & Design
2012 - 2016
- Central Texas College**
Fine Arts
2010 - 2012

SKILLS:

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Asana
- HTML | CSS
- UX/UI
- Branding
- Photography
- Videography
- Keynote
- Wordpress
- Social Media

HONORS:

- Dean's List | 2013 - 2016:**
Fine Arts
- Microsoft Hackathon | 2016**
First Place
- Texas State Hackathon | 2015:**
Going out on a Limb

PROFESSIONAL EXPERIENCE:

Graphic Designer

BZWR - Helix House Ad Agency | July 2022 - Sept 2023

In this role, significant contributions were made to enhance creative endeavors and bolster the agency's brand presence. Responsibilities included the development and execution of compelling ad campaigns, encompassing both print and digital design expertise, web design, and working with ad campaigns centered around specific SEO and KPI expectations. Notably, a memorable Super Bowl commercial was created in 2023, attracting widespread attention and praise. The agency's identity received a comprehensive revamp, including the redesign of the website to provide an improved and more user-friendly experience. Operational efficiency was increased through the implementation of new workflows, and the introduction of an accessible project management system further streamlined processes. Additionally, foraying into AI design work exemplified an unwavering commitment to staying at the forefront of industry trends, making these diverse contributions instrumental in driving the agency's success.

Graphic Designer

Business Warrior (BZWR) | May 2022 - July 2022

Contributing to the company's brand development and maintaining brand consistency. Designing internal collateral and advertising materials to drive product promotion and engagement. Additionally, being involved in PPP and ERC loan project design to ensure compliance and enhance client understanding and to small businesses effected by the pandemic.

Account Manager

Business Warrior (BZWR) | Oct 2021 - May 2022

Serving as the primary liaison between clients and our team, with a focus on fostering enduring client relationships, understanding their objectives, and proactively developing and executing account strategies to meet and exceed their goals. Coordination of project efforts across departments to ensure seamless project delivery, prompt handling of client inquiries and challenges, and problem-solving skills to anticipate and resolve issues are all integral to the role. Contributing to client retention and growth, as well as maintaining accurate records, providing regular reports, and identifying opportunities for upselling and cross-selling our services, are essential aspects of this position that contribute to our continued success.

Account Specialist

Business Warrior (BZWR) | Mar 2021 - Oct 2021

Using Google Tag Manager to install marketing tags, Google Analytics, Google Advertising, Facebook Business Manager, and HubSpot. Responsible for claiming our customers' business through Google My Business and managing customer listings. Creating video and creative ads for clients. Posting ad campaigns through various social media platforms that drives the strategic direction of each campaign, and ensures the creative work not only fits the brand but is also strategically focused.



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Contract Graphic and Social Media Designer

NF Central Plains | Jan 2020 - April 2023

NF Central Plains is a non-profit catering to those with NF and their families. Establishing a brand standard throughout all collateral. Creating marketing campaigns through the website, emails and all social media platforms. Maintaining websites updates.

Brand Manager - Graphic Designer

Mooreco Inc | Mar 2020 - May 2020

Enhancing and nurturing the visual identity of Vanerum North America and Mooreco Contract, while driving original creative concepts to support brand expansion, marketing campaigns, social media presence, and the development of impactful print collateral, including brochures, catalogs, and flyers.

Graphic Designer

Texas Monthly | Jan 2020 - Mar 2020

Freelanced project to design webpages for the Texas Optimism Project with Frost; Second freelance project, creating maps of three cities for a BBQ feature in Texas Monthly magazine

Marketing Graphic Designer

A Cloud Guru | Mar 2018 to Sept 2019

Building and maintaining a visual identity; Developing and executing original concepts for brand expanding initiatives, marketing campaigns, events, and brand collateral; Driving designs globally for both printed and digital media, such as emails, landing pages, mobile apps, social media, t-shirts, banners, videos, animations, signage, and photography

Studio Intern

GSD&M | Sept 2017- Dec 2017

Designed templates for marketing presentations

Photographer

Euphoria Musical Festival | April 2017

Photographer for City of Austin's Fire Marshall's, photographing what happens behind the scenes at festivals, such as fire and electrical hazard on and off the stages, booths, and food truck vendors

Graphic Designer | Photographer

Texas State Recreation Center | April 2015 to June 2017

Designed posters, various swag, flyers, social media content and photographed fitness events

Creative Intern

Pulsepoint Group | June 2015 to May 2016

Designed Infographics, eBooks, Placemats, Social Media Ads, Logos; Also communicating with HQ for weekly updates with the company