



ARNOLD OBANDO

3699 S Joplin St
Aurora, CO 80013
720.298.4863

www.arnoldobando.com
arnold_obando@hotmail.com

EDUCATION: PLATT COLLEGE

BACHELOR'S DEGREE

Advanced Interactive
Computer Graphic Design
July 2009

ASSOCIATE'S DEGREE

Interactive Web Design
November 2007

SKILLS: SOCIAL MEDIA



DESIGN



TEAMWORK



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



MAC OS



WINDOWS OS



ADOBE INDESIGN



COPYWRITING



EXPERIENCE: FIRST AMERICAN TITLE | ASSOCIATE MARKETING SPECIALIST JULY 2015–PRESENT | DENVER, CO

Perform some post production on client images such as color correction, cropping, remove backgrounds, alignment correction, and more. Populate client information & images into pre-existing Adobe InDesign templates for flyers, brochures, postcards and more. Develop new templates that adhere to brand standards for both clients and First American Title. Answer client questions and work with clients directly to solve their creative problems. Create print ready files that meet specific vendor requirements as well as client's needs. Work directly with outside vendors to ensure fulfillment and delivery of marketing materials to clients. Copywriting. Assist clients with other marketing needs on a case by case basis.

SOAPPOINT | SOCIAL MEDIA SENIOR FEBRUARY 2013–FEBRUARY 2015 | DENVER, CO

Curated content and scheduled social media feeds for clients using Hootsuite & other social media tools. Developed social media strategy for clients designed to inform, entertain, and sell to customers. Evaluated new social media channels and marketing opportunities for clients. Made recommendations on adoption or rejection of new outlets based on critical data. Other duties included some copywriting including press releases and blogging.

SOAPPOINT | GRAPHIC DESIGNER/SOCIAL MEDIA SPECIALIST

Worked as part of a team creating company branding, promotional material, business collateral, and helped conceptualize marketing campaigns. Translated traditional media advertising pieces into social media and web friendly pieces for use across multiple electronic channels. Worked directly with clients on an individual and team basis.

MEDINA COMMUNICATIONS CORP. | GRAPHIC DESIGNER/SOCIAL MEDIA SPECIALIST

JANUARY 2010–FEBRUARY 2013 | DENVER, CO

Developed creative solutions to client marketing, advertising, branding, and social needs. Evaluated and created social media presences for clients from the ground up. Developed and understand of social media standards and nuances. Grew my understanding of graphic design principles and execution of principles in both print and electronic mediums. Some copywriting for ads and social media.