

# ARNOLDO OBANDO

## MARKETING DIRECTOR

### CONTACT

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**ARNOLDO "AJ" OBANDO**

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### SKILLS

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PHOTOSHOP

ILLUSTRATOR

INDESIGN

MARKETING

SOCIAL MEDIA

WORDPRESS

ADVERTISEMENT DESIGN

BRANDING

GRAPHIC DESIGN

PHOTO EDITING

PHOTOGRAPHY

PRINT DESIGN

USER INTERFACE DESIGN

WEB DESIGN

MEDIA BUYING

COPYWRITING

CONTENT CREATION

CONTENT CURATION

BRAND MANAGEMENT

### OBJECTIVE

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To find an organization that will use the skills I've acquired over an extensive career specializing in graphic design, social media, art direction, branding and marketing for continued mutual growth and success.

### EXPERIENCE

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#### **Freelance - Creative Consultant**

**January 2000 – Present**

For 18 years I have helped start new businesses for individuals, rebrand previous existing organizations and helping market them in various different ways. Everything from marketing collateral, print advertising, radio copywriting, social media marketing, and more. Companies both large and small have benefitted from my many years of experience.

#### **Green Dragon - Marketing Director**

**January 2018–May 2018**

As the Marketing Director, I was brought in to lead the growing marketing department from the ground up. Hiring and overseeing a team of four, implementing a consistent brand voice across multiple marketing channels including print, radio, social media and other web presences, negotiating media buys with multiple vendors, outlining print ad traffic and much more. In my short tenure, ownership was quite impressed with the strides I'd taken a department that previously consisted of just one person.

#### **STRAINWISE - Branding and Marketing Director**

**February 2016 – August 2017**

Created marketing campaigns across multiple channels that maintained brand compliance, drove sales and boosted brand awareness. Worked to elevate the industry image in the public eye.

#### **First American Title Insurance - Associate Marketing Specialist**

**July 2015 – February 2016**

Developed new templates, processed images, copywriting, and developed new templates for clients. Assisted clients with other marketing need on a case by case vendors. Worked directly with outside vendors.

#### **SOAPOINT - Social Media Senior**

**Graphics February 2013 – February 2015**

Developed social media marketing strategies for clients. Curated and created content, copywriting, executed planned social media posts using scheduling services. Worked with 3rd party vendors to complete projects.

#### **Medina Communications - Graphic Designer/ Social Media Specialist**

**January 2010– February 2013**

Developed social media marketing strategies, content creation/curation, copywriting, print/digital ad creation.