Juan Gomez

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Work Experience

Design and Social Media Editor   MARCH 2015 – JUNE 2019
Chive On Chicago || Chicago, IL
- Closely cooperated with the Chive on Chicago team to design and build website
- Designed social media posts and increased social media presence by 20%
- Designed flyers and performed community outreach
- Helped Chive on Chicago become the top earning chapter in the Chive Charities national organization through website and social media campaigns.
- Co-organized 15 Chive on Chicago charity events.
- Co-raised 50k for 2018 Annual Chiverish Charity Event.
- Secured silent auction donations for all fundraising events.
- Secured sponsorships from various local and national vendors for all fundraising events.
- Co-planned and co-executed community volunteer work throughout the Chive network.

Website and Communications Administrator   MAR 2019 – JULY 2020
East-West University || Chicago, IL
- Developed website goals alongside development and communications staff to streamline lead generation site, co-crafting the university's brand and implementing it via the website's design
- Prepared and implemented design plans and presented website structures
- Optimized website landing pages, forms, and applications for easy navigation
- Designed visual imagery for website and ensured that it remained in line with University branding
- Created site layout/user interface by using standard HTML/CSS/PHP/Java
- Routine site and content maintenance
- Collaborated with Development Department and Communications Department regularly for University projects and marketing strategies
- Designed sample pages including colors and fonts for website
- Increased website traffic by 60% through 8-month social media campaign resulting in a 25% increase in student enrollment and an increased 45% student retention
- Wrote statements on important educational developments and university campaign events for publication on EWU's website, email listservs, and social media pages
- Efficiently performed website analysis and user tests to ensure proper management of content and data systems.
- Prepared and interrupted complex data.

Professional Consulting

Graphic Design Consultant   JUL 2021 – JAN 2022
Freelance Underground Wrestling || Chicago, IL
- Collaborated closely with client to develop and execute a 6-month campaign, which directly resulted in the boost of sales for local shows by 18%.
- Developed 10 graphic design pieces for use on t-shirts, hats and print merchandise.
- Designed bilingual graphics (English/Spanish) for event promotion across social media platforms, as well as flyers and brochures for in-person outreach and ticket sales.
- Collaborate with our development team, project manager, and stakeholders to understand the project's goals, target audience, and requirements

Website Design and Content Creation

OCT 2020 – PRESENT

Connecting the Fragments Podcast || Remote
- Designed, developed and still maintain client's website
- Developed illustrations, logos, graphics and branding
- Made design choices based on color theory for all fonts and content used
- Created detailed wireframes and mockups for the website incorporating best practice in usability, accessibility, and user-centered design
- Provide daily updates to gather feedback and continue iterating

Graphic Design and Content Creation

OCT 2021 – JAN 2022

LO-KI Records || Remote
- Created 6 canvas printed pieces for client's music studio
- Created engaging visual content for print, web, and interactive media through graphic design animation and video Made design choices based on color theory for all fonts and content used
- Clearly conveyed ideas through written documentation, wireframes, storyboards, flow diagrams, and mockups of varying fidelity

Education

Foundational Marketing

DEC 2022 – PRESENT

Hubspot Academy || Remote

- Enrolled in foundational visual courses including social media marketing, seo, and content marketing

Google Analytics 4

FEB 2023 – PRESENT

Google Skillshop || Remote

- Enrolled in google analytics 4 courses

Foundations of Digital Marketing and E-commerce

MAR 2023 – PRESENT

Coursera || Remote

- Enrolled in marketing analytics and measurement courses

Computer Information Science, B.A.

MAR 2015 – DEC 2018

East-West University || Chicago, IL
- Majored in Digital Media with an Area Focus on Artificial Intelligence and Data Science Specialist
- Work with UX design related software and tools including Figma, Mural, Sketch and InVision
- JavaScript including frameworks such as Ember, and jQuery
- Experience in front end technologies Bootstrap, HTML, CSS, JavaScript, Typescript (Advanced knowledge of JavaScript, CSS, and HTML)

SKILLSETS

- *Expertise in Adobe Photoshop and Illustrator*
- *Skilled in languages: HTML, CSS, PHP, JavaScript, Mock-ups, Wire Framing*
- *Expertise in analyzing social media analytics: Facebook, Instagram, and Twitter*
- *Proficient in Logo Creation, Typography, Color Theory, Marketing, Branding*
- *Proficient in project management apps: Google Suite, Microsoft Office*
- *Fluent in English, Spanish*