

taryn veldusea

Taryn Veldusea Fisher

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EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science in Graphic Communication | Concentration in Graphic Communication Management

EXPERIENCE

● Senior Marketing Coordinator

Hensel Phelps, General Contractor & Construction (Hybrid) | Irvine, California | February 2024–April 2024

- Managed multi-million-dollar proposals by setting deadlines, creating proposal schedules, assigning responsibilities, leading team meetings, coordinating the retrieval of all information needed from each group, and collaborating with cross-functional teams, often containing 10 firms or more
- Researched, co-wrote, and formatted RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- Maintained marketing databases by updating project, client, and employee data, ensuring accuracy and authenticity
- Mentored and trained team members weekly in key design tools (Adobe Creative Cloud), email campaigns, and proposal systems and management
- Sole graphic designer for the SoCal region producing original proposal templates, social media content, email campaigns, web design and management, presentations, event marketing, etc.

● Marketing Coordinator

Hensel Phelps, General Contractor & Construction (Hybrid) | Irvine, California | March 2022–February 2024

- Created and implemented email campaigns targeted at B2B partners and 950+ employees and designed custom email templates and email journeys
- Developed social media content, including designing posts, taking project and company photos, copywriting post captions, video content creation (storyboarding, filming, editing, etc.), writing blogs on the company website, and collaborating with partners on PR statements
- Organized and planned marketing for large company events (B2B and internal), collaborating with external agencies to produce marketing materials, signage and wayfinding, branded and themed clothing, custom company prizes, stickers, etc.
- Executed targeted marketing plans for regional projects valued at over \$3B, with a focus on high-impact campaigns and visual assets
- Led the design and installation of 36 custom art pieces in Hensel Phelps' multi-million-dollar office renovation by coordinating print production, performing pre-flighting for all files and design, and managing installation

● Marketing Specialist

Cardinal Financial, Mortgage & Loans | Irvine, California (Remote) | September 2021–February 2022

- Designed and managed over 20 branch websites, focusing on UI/UX design, layout principles, and creating engaging user experiences
- Oversaw social media management for the Irvine branch, as well as many loan originators and managers, curating each page to fit the individual owner, including custom graphics and tailored post captions, with campaigns and series planned each month
- Managed and created email and SMS campaigns for clients using CRM software and HTML, including monthly mortgage updates, check-ins from our originators, client appreciation, lead generation, personable recipe campaigns, trending topics, etc.
- Created a database of all branded print and digital assets for our loan originators to use for any occasion

● Marketing Assistant

Cardinal Financial, Mortgage & Loans | Irvine, California (Remote) | August 2020–September 2021

- Spearheaded the brand identity for The Cady Group division, managing the design of presentations, emails, websites, social media, etc.
- Marketed for over 20 branches by implementing scalable design templates and ensuring alignment with corporate branding standards
- Recreated over 30+ marketing flyers to match the new brand identity, and added brand new flyers, postcard campaigns, and a 30+ page Homebuying Guide designed and written by me, which we turned into a cross-platform campaign

SKILLS

Marketing Generalist (Monday.com, Asana, Trello, Microsoft Suite, Google Suite, etc.)

Social Media Manager: Hootsuite, Sprout Social, Strategy Management, Planning Content Calendars And Campaigns, Content Creation And Curation, Fostering Community Engagement, Monitoring Trends, Copywriting, Performance Tracking, Learning From Data to Improve

Email Manager: HTML/CSS, Microsoft CRM, ActiveCampaign, Constant Contact, Klaviyo, Campaign Management, Email Layout & Design

Graphic Designer: Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Logo Design, Brand Identity Services, Style Guide Creation, Typography

Web Designer: WordPress, WIX, Squarespace, Mobile Design, Mock-Ups, Layout Principles, Information Architecture, Website Management

Print Specialist: File Optimization, Print Production, Pre-flighting and Print Preparation, Packaging Design, Die-lines and Templates

Photographer and Videographer: Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Photo Editing, Photo Retouching & Manipulation, Video Editing, Basic Motion Graphics, Storyboarding Filming & Framing, Short & Long Form Content