

taryn veldusea

View My Portfolio Website: tarynveldusea.com | Contact: tarynveldusea@gmail.com

EDUCATION

California Polytechnic State University, San Luis Obispo

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

President's List 2018-19, 2019-2020

EXPERIENCE

Senior Marketing & Design Coordinator

Hensel Phelps | Irvine, California | February 2024–April 2024

- Led the marketing strategy for RFQ/RFP pursuits across the SoCal region, serving as the primary design lead for proposals
- Led all graphic design projects for the SoCal region including original logos/branding for internal entities, presentation creation, print collateral, event marketing, email marketing, etc.
- Managed, created graphics, and formatted RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- Mentored and trained team members weekly in key design tools (Adobe Creative Cloud), proposal systems, reinforcing the company's knowledge transfer initiatives

Marketing Coordinator

Hensel Phelps | Irvine, California | March 2022–February 2024

- Developed comprehensive marketing strategies for over 950 employees across the Southern California region, driving engagement both internally and externally
- Managed the design and production of custom graphics, logos, print and digital materials, and email campaigns, acting as the graphic design lead for the region and ensuring brand consistency across platforms
- Led the design and installation of 36 custom artworks in Hensel Phelps' multi-million-dollar office renovation, coordinating print production, performing pre-flighting for all files and design, and managing installation
- Executed targeted marketing plans for regional projects valued at over \$3B, with a focus on high-impact campaigns and visual assets
- Contributed to project photography, including event and site-specific photography, enhancing the company's visual storytelling

Marketing Specialist

Cardinal Financial | 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
- Produced diverse digital collateral, including social media graphics, email campaigns, and web content, elevating the company's online presence
- Led a team in creating original content and copy for web pages, bios, and marketing materials, ensuring consistency with company tone and brand messaging

Marketing Assistant

Cardinal Financial | Irvine, California (remote) | August 2020–September 2021

- Focused on graphic design and marketing for over 20 branches, implementing scalable design templates and ensuring alignment with corporate branding standards
- Developed the brand identity for The Cady Group division, managing the design of print and digital collateral
- Coordinated cross-functional projects with sales, operations, and design teams, ensuring timely delivery of marketing materials and aligning messaging across all channels for improved brand consistency and client engagement

SKILLS

Marketing Generalist

- Digital & Print Collateral, Creative Lead, Email Campaigns & Design, Copywriting & Copyediting, Web Design & Management, Social Media

Graphic Designer

- Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Logo Design, Brand Identity Services, Style Guide Creation, Typography, Color Theory

UI/UX Designer

- Web Design, Mobile Design, Mock-Ups, Color Theory, Layout Principles, Information Architecture, Website Management, Interaction Design

Videographer

- Adobe Premiere Pro, Video Editing, Basic Motion Graphics, Storyboarding Filming & Framing, Short & Long Form Content, Pre- & Post Production

Photographer

- Adobe Photoshop, Adobe Lightroom, Photo Editing, Photo Manipulation, Photo Retouching, Composition & Lighting, Art Directing, Print Production