

## CHARLOTTE Z. FERNANDEZ

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### ARTIST PROFILE:

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#### DESIGN & BRAND CONSULTANT

- Eleven years in the print, design, and marketing industry.
- Art Directing and collaborating with multi-disciplinary artists, designers and writers to create specific and distinct artwork and media content.
- Collaborating with both in-house and independent marketing and public relations professionals for marketing and Branding excellence.
- Special emphasis on Branded photography and imagery to bridge the gap between artistry and functional design.
- Constantly expanding in the Creative field; utilizing Web 2.0 Content Management Systems and social media strategies to build Brand recognition and interaction.
- Maintaining strong knowledge in the pre-press and print industry.
- Proactive engaging in creative team collaborations. Efficient and inventive in independent work.
- Catering to clientele image, Brand, and extreme time constraints.
- Managing client accounts, Creative plans and Brand implementation.
- Donating time and resources to various non-profit organizations including the Orange County Affiliate of Susan G. Komen for the Cure, St. Jude Children's Research Hospital, The G.R.E.E.N. Foundation, Guam Communications Network, GreenLA Coalition and the Anaheim/Orange County Visitor & Convention Bureau.

### QUALIFICATIONS AND SKILLS:

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Extensive technical knowledge in:

- Adobe Illustrator CS5
- Adobe Photoshop CS5
- Adobe InDesign CS5
- QuarkXPress 8
- Adobe Flash CS5
- Adobe Dreamweaver CS5
- Adobe Premiere Pro CS5
- Web 2.0: Content Management Systems (CMS) and social media networking
- Digital Photography: studio & product lighting, digital developing and processing

All Computer skills apply to both Macintosh and PC operating systems.

Art Direction and Branding:

- Photography for editorials, events, products and portraits.
- Print, web and multimedia Branded design.
- Efficiently utilizing social media and networking to strengthen Brands.
- Manipulating digital media for cross-platform compatibility and accessibility.
- Utilizing video production skills and resources to develop and maintain client Brands: video direction, editing, shooting, screen writing and post-production.

## PROFESSIONAL EXPERIENCE:

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Charlotte Z. Fernandez, Consultant • Orange County, CA • (714) 783-5915

**Design & Brand Consultant** • March 2004 to Present

- Running an independent design studio as a resource for businesses and organizations.
- Art Direction, Branding and Photography to maintain client Brand Integrity.
- Account management, inventory and bookkeeping.
- Creative caters to client's business, demographics, and preferences.
- Utilizing Web 2.0 Content Management Systems to allow clients ample control over their web content.

Database Marketing Group • Santa Ana, CA • (714) 836-8373

**Designer** • November 2005 to October 2006

- Specialized design in direct mail marketing.
- Designing effective direct mail for fast-food networks, restaurants, financial services, retail, telecommunications, supermarkets and others.
- Responsible for streamlining procedures to increase production and improve workflow.

Business Cards Tomorrow • Laguna Hills, CA • (949) 859-0801

**Graphic and Production Artist** • October 2002 to February 2004

- Customer Service regarding orders and digital file specifications.
- Corresponding with retail vendors to produce high quality final products.
- Preparing and digitizing files for press output.
- Extensive knowledge of various file types for digital plate making.

Island Broadcasting Inc. • Tamuning, Guam • (671) 637-8814

**Sports Producer and Announcer** • September 2001 to June 2002

- Shooting local sports events and interviews.
- Screen writing and reading for local sports show.
- Digital video editing and television graphics.
- All skills pertain to producing a local sports show for daily prime time broadcast.

INHOUSE Creative Inc. • Tamuning, Guam • (671) 647-4368

**Graphic Designer** • March 2001 to July 2001

- Production artist in an intense, deadline driven environment.
- Creative group team member for advertising campaigns and promotions.
  - Key artist in Coors Light Summer 2001 Super Promotion.
  - Creative style catering to younger demographic profiles.
- Undertaking projects needing both collaborative and independent effort.

## EDUCATION:

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Riverside Community College • Riverside, California

**Associates Degree in Business Administration, Management Emphasis** • May 2000

Saint Paul Christian School • Harmon, Guam

**Graduated Summa Cum Laude** • 1998

## REFERENCES:

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Available upon request.