



Deise Gomez

706.490.5155

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deisegomez.com

Education

Savannah College of Art and Design (SCAD) | GPA: 3.4
Bachelor's in Fine Arts, Graphic Design
Atlanta, GA

Certifications

Human Resource Management Certification	2023
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Employment Experience

Health One Alliance, Graphic Designer, Dalton, Georgia	2021-Present
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- Work directly with content owners to create and design print and digital ads, signage, forms, documents, flyers and templates for social media and website marketing and sales
- Coordinate internal review processes and final production timelines for numerous projects
- Assist with marketing event planning and execution for sponsorships, community events and Employee Relations Committee Events
- Manage vendor relations including budget, timeline and accuracy of final print production

Georgia's Rome Office of Tourism, Marketing Designer, Rome, Georgia	2019-2021
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- Develop ideas and concepts into graphics and layouts for different promotional materials including: logos, print material, merchandise products and websites
- Produce content for various social media outlets including: Facebook, Instagram, etc
- Assist in production for community promotional videos
- Attend and provide support during sports competitions, local festivals and miscellaneous community events
- Establish and maintain relationships with a variety of community partnerships and external printers
- Follow and analyze marketing response using social media and google analytic overviews

Rome-Floyd Parks & Recreation, Marketing Coordinator, Rome, Georgia,	2017- 2019
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- Establish and maintain a liaison role between department and available media outlets
- Inform the public of all programs, services, and events facilitated/sponsored by RFPRD
- Plan, develop, and implement all marketing campaigns
- Design and produce all promotional materials
- Maintain and edit organization's website
- Manage annual marketing and promotional budget
- Assist departments with programs and services



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Service League of Cherokee County, Freelance Designer, Rome, Georgia, 2018-2019

- Design promotional materials: magazine ads, posters, coasters and event map for *Riverfest*
- Create event poster and magazine ad for a golf tournament, *Golf Fore the Children*

Rome News Media, LLC., Creative Designer, Rome, Georgia, 2014-2017

- Develop ideas and design for marketing and promotion
- Update and maintain website and weekly newsletter
- Photograph and edit photos for *Rome Life Magazine*
- Paginate classified, main news and comic section of *Rome-News Tribune*
- Collaborate with sales department to understand customer design needs
- Assist sales staff with Spanish speaking clients

Skills

Mac OS X and PC

Adobe Creative Suite: Illustrator, Photoshop, InDesign and Dreamweaver

Microsoft Office: Microsoft Word, Powerpoint, Excel, and Teams

Knowledge of Wix and Wordpress

Social Media: Facebook, Instagram, Twitter and LinkedIn

Languages

Fluent in Spanish

Award

Historic High Country

2020

2020 Award for Association Excellence

Best Marketing Campaign: Rome Outside Campaign