



samantha rios.

GRAPHIC **DESIGNER**



about me.

Driven Graphic Designer looking to take on new challenges. Proven success in establishing brand identities. Excellent understanding of the importance of brand consistency across multiple brands. Educational background in advertising, which helps not only in design but also in implementing marketing strategies to the designs.

CONTACT



Location

Riverside, CA



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LinkedIn

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EDUCATION

B.A. Communications **Concentration Advertising**

CSUF / Fullerton / California

2009 - 2015

WORK **EXPERIENCE**

Marketing Specialist

BKM Cap. Partners / Newport Beach, CA / NOV 2023

BKM Capital Partners is a vertically integrated CRE fund manager.

- Develop SEO strategies
- Manage multiple social media platforms
- Design document templates and perform regular updates
- Create digital content like videos and graphics for social sharing
- Manage Digital Asset Management systems

Marketing Coordinator

The Wheel Group / Ontario, CA / AUG 2017 - OCT 2024

The Wheel Group is an aftermarket auto wheel and parts manufacturer.

- Manage projects within the marketing department
- Oversee DTC e-commerce Shopify websites
- Liaison between the sales department and marketing department
- Ideation and creation of marketing strategies and materials: catalogs, flyers, banners, emails, web banners, postcards, and more
- Photograph products in a studio setting and lifestyle setting, which included post-editing
- Film and post-produce videos for social media, trade shows, and TV
- Conduct market research at trade shows
- Create and deploy marketing emails promptly
- Develop front and backend web design
- Setup up various portions of HubSpot CRM software

Product Photographer

Rico Star / Ontario, CA / NOV 2017 - JUN 2018

Rico Star is a novelty knife distributor, primarily online.

- Head Product Photographer
- Responsible for ideation and execution of photo setups
- Shot and edited photos in a timely manner
- Watermarked and batch edited
- Properly archived images in clouds
- Knowledge of product inventory
- Posted and edited product information for online retail outlets
- Stayed up-to-date on online platform changes
- Created product flyers and other graphic needs



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personal skills.

- Adaptability
- Proactivity
- Problem Solving
- Detail Oriented
- Creativity

technical skills.

- Photoshop
- Illustrator
- Lightroom
- Premiere Pro
- After Effects
- Branding
- Typography
- MailChimp
- HubSpot
- Wordpress

INTERESTS & HOBBIES



Hiking



Photography



Movies / TV



Health



Music

AWARDS

SEMA News 35 Under 35

Issued by SEMA / 2023

WORK **EXPERIENCE CONT.**

Photographer / Photographer's Assistant

Adam's Photography / Chino, CA / JUL 2017 - NOV 2017

Adam's Photography is a portrait photography studio.

- Setup lighting and camera equipment for on-location shoots
- Posed and groomed adults and children for their school portraits
- Interacted and engaged with all clientele in a friendly and upbeat manner

Graphic Artist / Marketing Coordinator

Innopack USA / Orange, CA / DEC 2016 - JUL 2017

Innopack USA is a promotional product manufacturer.

- Conceptualized and executed designs for ads, flyers, and catalogs
- Created weekly marketing emails
- Managed social media accounts: Twitter, Instagram, Facebook
- Photographed products for social media and website posts
- Assisted Art Director with graphic design issues
- Operated Quickbooks
- Updated product information on websites

Freelance Photographer

Yardi Matrix / Ontario, CA / FEB 2015 - APR 2016

Yardi Matrix is a commercial real estate data source manager.

- Photographed real estate properties
- Achieved desired shots and angles
- Uploaded files via FTP
- Rated property condition
- Reported appearance of property