

Delia Jalomo

DELIABYDESIGN.COM

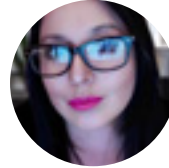
PHONE & TEXT
(210) 612-8436

EMAIL
d@deliabydesign.com

PORTFOLIO
deliabydesign.com

LET'S CONNECT
<https://www.linkedin.com/in/delijaalomo/>

Hello!



I'm Delia Jalomo and I'm looking for a new opportunity to collaborate as a designer in your marketing workflow.

SOFTWARE STRENGTHS

- Adobe CC
- Squarespace
- Wordpress
- Shopify
- Mailchimp
- Active Campaign
- Convert Kit
- HTML
- CSS
- Sketch

Also...

several CMSs, Firebug, JavaScript, Balsamiq, Sketch, Drupal, Flash, Dreamweaver, AfterEffects, Woo Commerce, Squarespace Commerce, Stripe, Harvest, Freshbooks Mailchimp, social media, mobile design, responsive layouts, digital publishing

EDUCATION

B.A. COMMUNICATION TECHNOLOGY
University of Texas at Arlington, 2003

PORTFOLIO

DELIABYDESIGN.COM

“What

I really appreciate about Delia is that she's thinking about the entire package — she's thinking about how the words and the layout interact with each other. That makes for a smarter design.”

— Laurie Korenick, Creative Agency Owner

FREELANCE MARKETING DESIGNER AND ART DIRECTOR

ALLEN, TX (JAN 2016 TO PRESENT)

- Design and develop logos, icons, color palettes and other brand materials for startups and small to medium sized established business
- Design and develop web sites and email campaigns on several different platforms, including Squarespace, Wordpress and Shopify.
- Design social media graphics and Facebook advertising. Also coordinate and design assets for Instagram campaigns.
- Design ebooks and learning materials

CONTRIBUTING CREATIVE DIRECTOR & PRODUCT DEVELOPER

HOORAY HEALTHCARE

ADDISON, TX (AUGUST 2019 TO DECEMBER 2019)

- Developed marketing and branding campaigns for a health insurance startup
- Developed and designed marketing collateral for a telemedicine product, including its website, social media campaign, and print materials
- Developed social media marketing campaign
- Performed the copywriting for marketing and email purposes
- Designed informational infographics
- Developed protocol and workflow for marketing production

DIGITAL ART DIRECTOR

LIVE HAPPY MAGAZINE

DALLAS, TX (SEPT. 2014 TO JAN 2016)

- Turned conceptual ideas into digital marketing, social media and UI/UX projects, app design and email campaigns
- Designed weekly email campaigns and supplemental social media ads for the store
- Edited and maintained Spanish-language website and Facebook page
- Creative lead for social media campaigns across Facebook, Twitter, Pinterest and Instagram
- Project manager and creative lead of ongoing mobile and social media campaign Happy Acts, which has worldwide participants at HappyActs.org and is one of the company's largest sources of brand recognition. Also built and developed the web site.

ART DIRECTOR

PARTNERCOMM, INC., | ARLINGTON, TX (MAY 2011 TO APRIL 2013)

- Designed marketing for Fortune 500 and 100 corporations
- Designed graphic email campaigns