

JOHN CHUECHAREUN

EMAIL MARKETING, SOCIAL MEDIA, WEB & GRAPHIC DESIGNER JOHN@TOUKE-DESIGN.COM | 714.732.7109

Self-Motivated, Creative, and Productive Individual. Over 10 years of experiences in different genres of the art industry. Gain exponential skills that are proven effective and a reliable asset to a company. A well-productive and round individual that retains accessible knowledge from past experiences that is proven useful in the bodies of work. Capability to introduce innovative and creativity to social network and marketing when opportunity is given. Enjoys the challenge of designing. Mechanically-inclined. Excellent listener. I am a team-player who is able to perform individual work when needed and have the ability to produce qualitative work and meet short deadlines

EMPLOYMENT PROFESSIONAL HISTORY

Email Marketing / Graphic Designer / Social Media Coordinator January 2012–Present

LAGUNA TOOLS – Irvine, CA

Facilitates conversations, discussions, and ideas to all range of departments, colleagues, and management. Collaborate with all marketing teams and web developer to create relevant content and interactive media experiences through the social sites. Design/Write multiple medium platforms: promotional material (packaging design, machine logos, manuals, footprints, flyers, and brochures, print/online banner ads), website content, email marketing campaigns, and press releases. Compose social media posts and updates: Facebook, Twitter, Google+, Pinterest, LinkedIn, Instagram, YouTube. Build and implement social media programs to ensure appropriate messaging is executed online. Monitor social media groups, trends, tools, and applications. Generate inbound traffic and cultivating leads. Social media advertister and analyst. Operates Pardot to create campaigns, forms, segmented lists and landing pages.

Email Marketing / Social Media Coordinator April 2015 – December 2015

DISPLAY BARN – Garden Grove, CA

Email marketing, social media marketing, and print advertising. Produce and design website content/homepage sliders, banner ads, product management/promo codes, postcards, catalogs, and brochures.

Art Director / Production Artist September 2009 – January 2012

EXPRESSTEES – Stanton, CA

Create, produce concept and visual development for in-house projects for products, email marketing production, and direct response mail. Manage art team's performance, production, collaboration, and assign projects. Constant communication with all department divisions: customer service, sales department, silk-screen and embroidery services. Amend, development, productivity of layouts and designs for catalogs, marketing brochures, and promotional display. Develop design briefs by gathering information and data through continuous communication with clients. Design/Develop concepts, graphics, logos, flyers, catalogs, vector files, and maintain websites.

Graphic and Web Designer October 2008 – June 2009

MEDIA PARTNERS WORLDWIDE AD AGENCY – Long Beach, CA

Designs and construct code web pages (landing page designs), and online display advertising (display and flash banner ads). Create and produce print ads, SEO, web programming (HTML, CSS, DHTML), email advertising, and adware ads.

EDUCATION

Bachelor of Art – Studio Art with emphasis of Graphic Design Graduated 2008
CALIFORNIA STATE UNIVERSITY OF LONG BEACH, CA

TECHNICAL SKILLS

Illustrator

Photoshop

InDesign

CorelDraw

Dreamweaver

Window PC/MAC

Email Production/Marketing

Web/Content Marketing

HTML/CSS/Flash

Netsuite CRM

Pardot/Salesforce

Hootsuite

Google Analytics

Microsoft Office

Print Marketing

Online Banners Marketing

Social Media:

Facebook

Twitter

Google+

LinkedIn

YouTube

Pinterest

Instagram