

# Deborah Corral, Digital Marketing and Design Specialist

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## PROFILE

Highly skilled professional with expertise in graphic design, website management, and corporate marketing. Team player and an excellent communicator with the ability to take on any challenge to complete the assigned task.

**Software Expertise:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, WordPress, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, OBS, WiCanvas, Signagelive, Final Cut Pro, Fiery Command Workstation

## EMPLOYMENT HISTORY

### Digital Marketing and Design Specialist, Ryder Scott Co., L.p.

Aug 2019 — Present, Houston, Texas

*Hired to assist with graphic design, website development, website management, and social media.*

- Implemented a comprehensive rebranding initiative to align the company's image with contemporary trends.
- Designed various essential assets, including the company's new logo, 85th-anniversary logo, sustainable energy logo, sustainable energy brochure, booths, banners, and PowerPoint templates.
- Maintained a consistent and modern brand identity throughout all materials, including logos, brochures, booths, and banners.
- Designed and successfully published the company's quarterly newsletter, reaching a wide client base of over 400 recipients.
- Filmed and skillfully edited over six hours of video footage for the annual Reserves Conference, effectively engaging an audience of more than 600 individuals.
- Utilized OBS for recording conference footage, employed Final Cut Pro and PrimerPro for professional video editing, and utilized Zoom Webinars for seamless streaming.
- Created captivating content for the company's social media platforms, fostering a strong online presence.
- Developed and curated compelling digital signage content, effectively communicating key messages through the WiWall and Signagelive interface.
- Managed the existing company website and currently spearheading the design process for the new website, prioritizing enhanced user experience and functionality.
- Produced and printed the organization's annual year-end calendar, distributed to more than 400 clients and potential clients all over the globe.
- Executed in-house production of marketing materials using the Xerox Fiery printer.
- Designed promotional items to amplify the company's brand visibility.

### Marketing Coordinator and Administrative Assistant, Llewelyn-Davies Sahni Architects

May 2018 — Aug 2019, Houston, Texas

*Hired to assist with market research, email marketing, graphic design and administrative duties.*

- Complete daily market research, track potential job opportunities and report them to my senior manager, design, prepare and review proposals, maintain and update the company's client contact list.
- Designed and implemented company's email newsletters.
- Designed company's 2018 digital banners.
- Designed "39 + years" and "40 + years" branding material.
- Completed company's celebratory 38-year portfolio slideshow through PowerPoint displayed at entrance of suite.
- Re-designed company's 40-year booklet.
- Designed and implemented display of company projects through a collage of photos displayed at entrance of suite.
- Maintain, update and complete company's small business certifications.
- Edit photos using Photoshop for use in marketing.

## LINKS

[Website](#)

[LinkedIn](#)

## SKILLS

[Adobe InDesign](#)

[Adobe Illustrator](#)

[Adobe Photoshop](#)

[Wordpress](#)

[Social Media](#)

[HTML](#)

[CSS](#)

[AP writing Style](#)

[Microsoft PowerPoint](#)

[Microsoft Excel](#)

[Microsoft Word](#)

[Adobe Premiere Pro](#)

[Final Cut Pro](#)

[OBS](#)

[NDI Tools](#)

[Zoom Webinars](#)

[Ability to Work Under Pressure](#)

[Communication Skills](#)

[Ability to Multitask](#)

[Effective Time Management](#)

- Design, review, and complete proposals through InDesign.
- Prepare proposals through printing, binding, and wrapping for delivery.

## **Project Coordinator and Administrative Assistant, CMove**

Apr 2017 — May 2018, Houston, Texas

*Hired to assist with planning and coordinating corporate relocations. Clients include United Airlines, ExxonMobil, TransCanada, Rice University, Tompson Knight law firm and Newfield Oil & Gas.*

- Work in tangent with team members in order to create a smooth transition from one location to another for clients.
- Successfully moved approximately 40,000 employees for 10 companies combined.
- Communicate project details, identify issues, and offer solutions to any problems.
- Help develop floor plans for clients' building(s).
- Work in Outlook to prepare client email lists in order to communicate move details.
- Prepare move packets, site surveys and project binders.
- Update and distribute CMS project status reports, meeting notes, and calendar for weekly meetings.
- Inventory client's entire office building for relocating purposes and allocate how much space is needed at new location.
- Coordinate with multiple vendors such as client, movers and key personnel for each move project.
- Promoted to project coordinator after eight months.
- As administrative assistant, handle clerical responsibilities such as ordering and organizing office supplies, answering phones, call for services on office equipment when needed, scan documents.

## **Marketing Coordinator, United Health Partners**

Mar 2016, Houston, Texas

*Volunteered to assist with creating awareness of the newly opened United Health Partners' (UHP) clinic in the north part of Houston.*

- Researched apartment complexes and small businesses surrounding the UHP clinic to create a contact list for direct marketing purposes identifying 200 number of names.
- Designed postcards and flyers for direct mail distribution using Adobe InDesign and Photoshop.
- Update content and graphics on company website.

## **Marketing Communications Intern, Smart Touch Interactive**

May 2015, Austin, Texas

*Hired to assist SmartTouch account managers with market research, social media, graphic design and website development. SmartTouch specializes in CRM and marketing automation solutions for home builders.*

- Researched clientele to provide incite on their needs as far as social media and website development.
- Served as copywriter, writing copy for print ads.
- Prepared reports for CRM analysis.
- Attended internal and participated in product development meetings.
- Completed websites, worked on coding maps to display the location of business locations around the local area for Pinnacle Propane and making them interactive.
- Served as social media manager creating and posting messages, articles and seminars on Facebook, LinkedIn, and Twitter.

## **EDUCATION**

### **Texas State University, Bachelor of Science in Advertising and Mass Communications**

2016, San Marcos, Texas

Minored in Art and Design. Graduated Magna Cum Laude