



www.Marissalbanez.com

CreativityLives@Marissalbanez.com

917.584.7289

skills

VIDEO PRODUCTION

DEADLINE DRIVEN

CREATIVE DIRECTION

BRAND DEVELOPMENT

CONCEPTUALIZE

ENGLISH & SPANISH

STORY TELLER

MS OFFICE

PARALLELS DESKTOP

KEYNOTE

IMOVIE

FETCH

EXTENSIS PORTFOLIO

QUARK XPRESS

EDGE ANIMATE

LIGHTROOM

PREMIERE PRO

MUSE

DREAMWEAVER

ACROBAT

ILLUSTRATOR

PHOTOSHOP

INDESIGN

MAC OS X

MS WINDOWS

Marissa N. Ibanez

experience

1199SEIU Funds

Senior Graphic Designer, COMMUNICATIONS ◀ AUGUST 2008 – PRESENT

- Head the Design Department, facilitating all design implementation in support of departments/brands of the three 1199SEIU Funds: 1199SEIU Benefit and Pension Funds, 1199SEIU Training and Employment Funds and 1199SEIU Child Care Funds and Corporation.
- Create and revise graphics for various marketing elements, including: branding, advertising, collateral, packaging, web, motion graphics, video, email, promotional products, internal events, signage and visual displays
- Develop and maintain brand standards and oversee compliance company-wide, ensuring consistent visual brand experiences across all three Funds
- Collaborate with the writing, editing and production teams, guiding conceptual design discussions and development for brands, products and services
- Manage production specifications and materials, bidding/negotiating pricing and the printing and production of materials
- Secure and maintain relationships/projects with consultants, freelance designers, photographers and video production crew
- Arrange photography and video production schedules
- Art direct off-site and in-house photography and video shoots
- Perform and give direction for photo editing, retouching and color correction, and prepare photography for print and web
- Oversee management of photo and video archive
- Manage the in-house graphic design team that includes a Graphic Designer and a Graphic Design Intern

Graphic Designer, COMMUNICATIONS ◀ MARCH 2002 – AUGUST 2008

Administrative Assistant, EXECUTIVE COMMUNICATIONS ◀ DECEMBER 2000 – MARCH 2002

Administrative Secretary, 144 DIVISION ◀ NOVEMBER 1998 – DECEMBER 2000

Secretary, OFFICE SERVICES ◀ DECEMBER 1996 – NOVEMBER 1998

education

SUNY Empire State College, MAY 2017 ◀ G.P.A. 3.09

Bachelor of Arts, The Arts: Graphics and Multimedia Design