

Advertising

Virginia
Ochi

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Hello.

I would like to further my experience in creative advertising ranging from concept to creation. I have an eye for detail and innovation and find integrated marketing campaigns especially fascinating.

Education

San Jose State University

December 2011

B.S. Advertising: Creative

Academic focus: English

Cumulative GPA: 3.5, Cum Laude

Relevant Coursework

Advertising Campaigns

Copywriting

Media Law & Ethics

Introduction to Marketing

New Media

Broadcast & New Media Advertising

Advertising Layout & Production

Modern Media

Consumer Advertising

Mass Communication Research

Awards

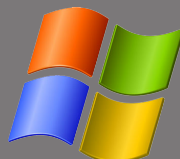
Deans List San Jose State University

Sigma Alpha Lambda Honors Fraternity

Golden Key Academic Honors Society

2011 Associated Collegiate Press Advertising Award

Skills



EXPERIENCE

Spartan Daily

Asst. Creative Director

December 2010-May 2011

- Advertising internship
- Experienced how advertisements are purchased and created.
- Created advertisements for a wide variety of clients.

Creative Director

August 2011-January 2012

- Created advertisements for a variety of clients.
- Responsible for multiple page layouts everyday.
- Worked under strict deadlines for art production.
- Directed staff.

Danielle's Gift

Art Director

December 2010-Present

- Met various visual needs for this non-profit organization.
- Created posters, letterheads and print ads.
- Responsible for the entire creative process.

Prestige Enterprise

Creative Director

August 2011-December 2011

- Student Advertising Agency.
- Worked with Marie Callender's to create a \$2 million campaign.
- Utilized print and social media such as Twitter and Facebook.
- Responsible for all creative ideas and execution.

References available upon request.