

theresa giolzetti

DESIGNER



EXPERTISE

ASSET CREATION
CONTENT MGMT
FRONT END DESIGN
DATABASE MGMT
USER INTERFACE
ECOMMERCE
BRAND STORY
CONVERSION
SEO



TECH SKILLS

CSS
WORDPRESS
JAVA
HTML
DREAM WEAVER
MASTER SUITE
WOO COMMERCE
MAIL CHIMP



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Encinitas, CA



/theresagiolzetti



EXPERIENCE

Bestoftimesusa.com & Customeventdisplays.com | DESIGNER - MEDIA MGNR
NOV 2014 - PRESENT

Task to develop their assets and use multimedia to claim and activate their brand. Compose modern, robust email marketing strategy; responsive in design, from inception to execution including analysis of efficacy, in HTML/CSS. Design fresh, avant-garde themes for bar wraps and umbrellas. Create and Execute Email Marketing and Social Calandar, including youtube.

Yokibug | OWNER AND CREATIVE DIRECTOR
2008 - PRESENT

Conceive and depict contemporary, innovative, tangible design experiences, including branding, illustration, websites, social and blog.

CLIENTS INCLUDE: Trader Joe's, Alexis K., Aquent, US Bank, Explore that Store, University of San Diego.

Imatrix.com (now edoctors.com following acquisition) | WEB DESIGNER
SEPT 2013 - SEPT 2014

Conceptualized and designed new brands for yoga, podiatry, chiropractic and plumbing content for their template website products. Managed transfer of assets during \$40m acquisition being mindful of short development timelines. Developed and refined go.edoctors.com for the holding company internetbrands.com.

Kessinhouse.com | FOUNDING ART DIRECTOR
JAN 2013 - SEPT 2013

Demonstrating outstanding collaborative and inter-personal skills to recruit cutting-edge, precocious artists, cooperating with them to establish design themes. Presiding over logo, brand development, concept and website. Initial social claim with a track record of delivering innovative creative.

Internet Matrix | SEO CONSULTANT
2011-2012

SEO strategy development including implementation guidelines, software recommendations, in-depth analysis of on-page optimization and location of immediate areas for improvement. Keyword research and analysis.

A Reason to Survive | VOLUNTEER GRAPHIC ART TEACHER
2009-2011

Asset Marketing Systems | GRAPHIC DESIGNER AND CORPORATE
PROJECT MANAGER 2004-2008

Create graphics for campaigns, blogs and general digital media needs. Enhance marketing activities through building outstanding creative.



EDUCATION

Istituto Superiore di Design, Napoli | MASTERS IN DIGITAL DESIGN
2011 - 2012

San Diego Mesa College | INTERACTIVE MEDIA CERTIFICATE PROGRAM
2008 - 2009

University of California, Santa Cruz | BA, BUSINESS MANAGEMENT
1999 - 2004

University of California, Santa Cruz | BA, FINE ART
1999 - 2004

