

## **SANTIAGO RAMIREZ**

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### Skills Summary

Creative  
Marketing Skills  
Customer Relationship building  
Networking  
Business Management  
Detail Oriented

Bilingual  
Professional Presentation  
Goal Oriented  
Team Player  
Project Coordinator  
Vision

### Qualifications

#### Management

Accomplished in planning, scheduling and directing promotions and sales teams. Coordination and on-site supervision of grass-roots marketing events. Managed in-house graphics department. Provided an environment for others to succeed.

#### Marketing/Sales/Advertising

Creative advertising, grass-roots sales and marketing and community relations. Created and designed new concept products. Conceptualize and design new logos, newspaper ads and magazine ads. Able to interact with key community and business leaders. Adept at recognizing customer needs and achieving balance between customer needs and company goals and policies.

#### Technical Ability

Creative degree with emphasis in Advertising. Expert Macintosh platform user and knowledgeable in Windows environment. Expert in Adobe Illustrator, Photoshop and InDesign. Successful experience in photography, video shooting and editing. Proficient with Microsoft Word, Excel and Powerpoint. Resourceful in research and information searches.

### Professional Experience

Copa Creative Communications Owner, Creative Director	Knoxville, TN June 2008 -Present
University of Tennessee Dining Services – ARAMARK Contract Graphic Designer/Marketing Manager	Knoxville, TN 2006 – June 2008
AdvoCare International Independent Sales Director	San Diego, CA 2002 – 2006
ELB USA Inc. Graphics Manager	San Diego, CA 2003 – 2004
BRENTO Corp Marketing/Creative Content Designer	San Diego, CA 2000 - 2003
Adventures in Advertising Graphics Specialist	San Diego, CA 1999 – 2000
QUALCOMM Marketing Intern	San Diego, CA 1998-1999

### Education and Accomplishments

Art Institute of California - San Diego, CA	Associates of Arts, Advertising 2000
Strayer University – Knoxville, TN	Candidate for Bachelor of Science, International Business 2011

#### Professional Development/Success and Leadership Seminars

John Maxwell, author – The 21 Indispensable Qualities of a Leader	Atlanta, GA 2004
Joe Gibbs, Washington Redskins Head Coach, Owner Joe Gibbs Racing	Dallas, TX 2003
Ken Blanchard, author – The One Minute Manager®	Kansas City 2002

United States Navy – Honorable Discharge –1991 – 1995  
3<sup>rd</sup> Degree Taekwondo Black Belt