

taryn veldusea

View My Portfolio Website: [tarynveldusea.com](http://tarynveldusea.com) | Contact: [tarynveldusea@gmail.com](mailto:tarynveldusea@gmail.com)

## EDUCATION

### California Polytechnic State University, San Luis Obispo

Bachelor of Science in Graphic Communication, with Concentration in Graphic Communication Management

- President's List 2018-19, 2019-2020

## EXPERIENCE

### Senior Marketing & Design Coordinator for Hensel Phelps

Irvine, California | February 2024–April 2024

- Consistently serves as the Hensel Phelps Marketing Lead on RFQ/RFP pursuits
- Led all graphic design projects for the SoCal region including original logos/branding for internal entities, presentation creation, print collateral, event marketing, email marketing, etc.
- Manages, creates graphics, and formats RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- Trains and mentors team members in Adobe Creative Cloud products, email marketing software, and proposal creation, fostering the train your replacement philosophy at Hensel Phelps

### Marketing Coordinator for Hensel Phelps

Irvine, California | March 2022–February 2024

- Collaborates with the Project Development team to develop strategies for both internal and external marketing for the just over 950 salaried employees in the Southern California region at Hensel Phelps
- Manages, creates graphics, and formats RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- Designs logos, graphics, print collateral, digital collateral, email campaigns, etc.
- Led my team in the coordination, design, print production, and installation of all custom artwork in our new, multi-million dollar regional office renovation. Phases 1 and 2 totaled 36 large acrylic and full-wall vinyl pieces
- Develops a project specific marketing plan and leads marketing for over five regional projects, over \$3 billion in value
- Assists in project photography, event photography, and other general photography for the region

### Marketing Specialist for Cardinal Financial Limited, Partnership

Irvine, California (remote) | September 2021–February 2022

- Designs and manages our 20+ branch websites using skills in UI/UX design
- Designs and creates collateral (print collateral, email graphics, social media graphics, digital collateral, etc.)
- Designs, manages, and produces original social media content for multiple accounts
- Leads the team in original content writing for collateral, websites, and professional bios

### Marketing Assistant for Cardinal Financial, Limited Partnership

Irvine, California (remote) | August 2020–September 2021

- Specialized in graphic design, starting with 3 branches then scaled to 20+
- Integrated and created new design templates for our division websites
- Spearheaded the brand look for our The Cady Group division-wide collateral

## SKILLS

### Marketing Generalist

- Digital & Print Collateral, Creative Lead, Email Campaigns & Design, Copywriting & Copyediting, Web Design & Management, Social Media

### Graphic Designer

- Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Logo Design, Brand Identity Services, Style Guide Creation, Typography, Color Theory

### UI/UX Designer

- Web Design, Mobile Design, Mock-Ups, Color Theory, Layout Principles, Information Architecture, Website Management, Interaction Design

### Videographer

- Adobe Premiere Pro, Video Editing, Basic Motion Graphics, Storyboarding Filming & Framing, Short & Long Form Content, Pre- & Post Production

### Photographer

- Adobe Photoshop, Adobe Lightroom, Photo Editing, Photo Manipulation, Photo Retouching, Composition & Lighting, Art Directing, Print Production