

[JOHN CHUECHAREUN]

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PROFILE |

Self-Motivated, Creative, and Productive Individual. Over 15 years of experiences in different genres of the art industry. Gain exponential skills that are proven effective and a reliable asset to a company. A well-productive and round individual that retains accessible knowledge from past experiences that is proven useful in the bodies of work. Capability to introduce innovative and creativity to social network and marketing when opportunity is given. Enjoys the challenge of growth. Mechanically-inclined. Excellent listener. Team-player who is able to perform individual work when needed and have the ability to produce quality work and meet short deadlines.

Email Production Specialist (September 2022 – Current)

SPECIALTY EQUIPMENT MARKET ASSOCIATION | Diamond Bar, CA

Email production varies such as newsletters, webinars, membership journey campaign, council and networks events, SEMA Show Attendee & Exhibitor emails, BIN, BOTB, surveys, and PRI email requests assigned from manager (Digital Edition/PRI Member Mondays/PRI PAC). Supports stakeholders consistently by meeting deadlines and ahead of schedule using email marketing calendar in Wrike. Utilizes iPost and Litmus to ensure email layout renders through various types of devices. Understands email audience segmentation, iPost ITL & dynamic/snippets, and email engagement metrics. Assists Email Marketing Manager by scheduling and deploying emails when needed. Responsible for deploying SAN Driving Force Newsletter and PRI Member Monday Emails. Explores email designs and creativity with collaboration with the graphics team to keep consistent design element layout campaign. Work with stakeholders to create new email design layouts, example: SAN Newsletter and Legislative Alerts. Continuously learn new email tools utilizing Litmus Personalization and staying up-to-date email practices. Knowledgeable of the different stakeholder units within the organization. Assisted in Feature Vehicle check-in and monitor Education & Events interactive email during the SEMA Show.

Creative Marketing Associate (May 2021 – September 2022)

VIAIR CORPORATION | Irvine, CA

Product release sheets, promo sheets, color boxes, brochures, operational manuals, P.O.P. displays, print ads, digital marketing materials, PowerPoint presentation files, photography, videography, assist sponsorship program, maintain relationship with key vehicle builders & influencers, assist planning & attending tradeshows/events, blog writing, social media content creation, social media advertising, and email marketing.

Email Production Specialist (April 2018 - November 2020)

SPECIALTY EQUIPMENT MARKET ASSOCIATION | Diamond Bar, CA

Produce emails, online newsletter, and support all departments consistently meeting deadlines and ahead of schedule. Utilize html code, CSS and media queries. Check layout renders on both desktop and mobile by utilizing Litmus, a design and code verification software. During the tradeshow, SEMA Show, assisted by manning the Young Guns tent in the blue lot, scanning tickets at SEMA Ignited, organizing show photography and helping with Feature Vehicle check-in. Transported equipment and help set up/tear down at external events. Assisted the graphic design department such as social posts, web images, print ads, internal company forms, presentations, signs, logos, and any requests needed.

*Graphic Designer / Social Media Coordinator
(January 2012 - April 2015, December 2015 - April 2018)*

LAGUNA TOOLS | Irvine, CA

Facilitates conversations, discussions, and ideas to all range of departments, colleagues, and management. Collaborate with all marketing teams and web developer to create relevant content and interactive media experiences through the social sites. Design/Write multiple medium platforms: promotional material (packaging design, machine logos, manuals, footprints, flyers, and brochures, print/online banner ads), website content, email marketing campaigns, and press releases. Social media content creation and social media advertising.

Graphic Designer / Social Media Coordinator (April 2015 - December 2015)

DISPLAY BARN | Garden Grove, CA

Email marketing, social media marketing, and print advertising. Produce and design website content/homepage sliders, banner ads, product management/promo codes, postcards, catalogs, and brochures.

Art Director / Production Artist (September 2009 - January 2012)

EXPRESSTEE | Stanton, CA

Produce concepts and visual development for in-house projects for products, email marketing, and direct response mail. Manage art team's performance, production, collaboration, and assign projects. Constant communication with all department divisions: customer service, sales department, silk-screen and embroidery services. Amend, development, productivity of layouts and designs for catalogs, marketing brochures, and promotional display. Develop design briefs by gathering information and data through continuous communication with clients. Design/Develop concepts, graphics, logos, flyers, catalogs, vector files, and maintain websites.

Graphic and Web Designer (October 2008 - June 2009)

MEDIA PARTNERS WORLDWIDE AD AGENCY | Long Beach, CA

Design and code web pages (landing pages). Online display advertising (display and flash banner ads). Create and produce print ads, SEO, web programming (HTML, CSS), email advertising, and adware ads.

EDUCATION |

Bachelor of Art – Studio Art with emphasis of Graphic Design (2008)
CALIFORNIA STATE UNIVERSITY OF LONG BEACH, CA

TECHNICAL SKILLS |

HTML - CSS - JavaScript - iPost (ITL Language) - Litmus - Microsoft Office and Excel
Illustrator - Photoshop - InDesign - Premiere Pro - Social Media - MAC/Windows PC