



## **SELF-MOTIVATED, CREATIVE, AND PRODUCTIVE INDIVIDUAL**

- Over 7 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 designing | Mechanically-inclined | Excellent listener
- I am a team-player who is able to perform individual work when needed and have the ability to produce qualitative work and meet short deadlines

## **JOHN CHUECHAREUN**

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SOCIAL MEDIA  
MARKETING  
WEB/GRAPHIC DESIGNER

## **EMPLOYMENT/PROFESSIONAL HISTORY**

April 2015  
- Present

### **Marketing/Social Media Coordinator - Display Barn**

- Compose email marketing (constant contact) and print advertising
- Build, implement, monitor social media programs: Facebook (Facebook ads), Twitter, and LinkedIn
- Produce and design website content/homepage sliders, banner ads, product management/promo codes, postcards, catalogs, and brochures
- Update the company's Volusion website: add coupons, product item, options, and create product templates
- Interact and work closely with different divisions of departments and management bodies (manager and president)
- Graphic Proofing: analyze/review graphic design work for errors before printing, handle website and Amazon online orders, update daily production list, art proofs, assist managing/regulating inventory lists/answer phones

January 2012  
- Present

### **Graphic Designer/Social Media Coordinator - Laguna Tools**

- Facilitates conversations, discussions, and ideas to all range of departments, colleagues, and management bodies (president and vice-president)
- 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, and press releases
- Compose social media posts and updates: Facebook (Facebook Ads), Twitter, Google+, Pinterest, LinkedIn, Brightcove, YouTube
- Build and implement social media programs to ensure appropriate messaging is executed online
- Develop strategies and conceptualizing tactics to increase the fan base/audience participation on social media
- Monitor social media groups, trends, tools, and applications
- Analyze site performance metrics and make recommendations on content, site design or features to improve effectiveness of web content and/or applications
- Generate inbound traffic and cultivating leads

- Monitor the company's social media performance usage reports
- Gather, monitor, and analyze information/reports to best serve and meet both clients and consumers' needs
- Report insights gained from social media monitoring
- Write advertising copy for use by publication or broadcast media to promote sale of goods and services
- Research, write, edit and proof all levels of copy for online, offline, external, and internal needs
- Operates Pardot to create campaigns, forms, segmented lists and landing pages for social media
- Netsuite Experienced (integrated business management software)

September 2009  
- January 2012

### **Art Director/Production Artist - Express Tees**

- Create, produce concept and visual development for in-house projects for products, email creative, 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, screen-printing color separation and film output, and maintain websites
- Innovate creatively to produce new ideas/concepts and redefine design brief within the constraints of cost and time
- Present finalized ideas and concepts to clients
- Proofread projects and different medium to produce accurate and high-quality work
- Contributing ideas and design artwork to the overall brief
- Meet with clients to determine the scope of a project
- Manage client proposals from typesetting through to design, print and production
- Communicate with clients, briefing and advising them with regard to design style, format, print production and timescales
- Determine size and arrangement of illustrative material and copy, font style & size
- Prepare rough drafts of material based on an agreed brief
- Review final layouts and suggest improvements if needed
- Create designs using Photoshop, Illustrator, CorelDraw
- Incorporate changes by the clients into the final design
- Review designs for errors before printing or publishing them
- Create, produce, schedule layouts and prepare artwork for print

October 2008  
- June 2009

### **Graphic and Web Designer - Media Partners Worldwide Ad Agency**

- Designs and construct code web pages (landing page designs), and online display advertising (display and flash banner ads)
- Create and produce print ads, SEO, web programming (HTML, CSS, DHTML), email advertising, and adware ads

June 2004  
- Nov 2009

### **Merchandising/Inventory Specialist - Best Buy**

- Complete merchandising tasks: planogram assignments, clean presentations, implement fixtures, signage, and security devices
- Set new and relocated planograms and graphics to merchandising standards, complete planogram checklist, and proper filing procedures
- Build new product displays and implement technology displays
- Maintain upkeep of store displays and assist store team with fixture and technology functionality
- Responsible for the receive and ship merchandise to/from store and to stock merchandise in the warehouse or on sales floor
- Stocks merchandise on the sales floor
- Complete paperwork for store receiving, transfer, DEVO
- Check in drop shipments, truck shipments, and GEO shuttles
- Confirms products are put on sales floor properly
- Arranges product according to planogram specifications
- Performs ad set, price change, clean & bright, functionality and farming duties

September 2002  
- May 2008

### **Computer Lab Assistant - ACS Development and Design Lab**

- Enforce procedures for the use of the laboratory area and the use of equipment, supplies, materials, software, and hardware
- Performs minor maintenance and repair on equipment
- Responds to questions from students, staff, and instructors with information relating to the computer laboratory, both over the phone and in person
- Maintains records of activities undertaken in the computer lab
- Assist faculty by providing students with basic assistance in using software applications used in the class and refer users to self-help materials when appropriate
- Maintain computer lab, print productions, assist graphic designers, office duties, and process capital transaction

## **TECHNICAL SKILLS**

- |                         |                    |                 |
|-------------------------|--------------------|-----------------|
| o Illustrator           | o HTML/CSS/Flash   | o Social Media: |
| o Photoshop             | o Netsuite         | o Facebook      |
| o InDesign              | o Pardot           | o Twitter       |
| o CorelDraw             | o Hootsuite        | o Google+       |
| o Dreamweaver           | o Google Analytics | o LinkedIn      |
| o Window PC/MAC         | o Microsoft Office | o YouTube       |
| o Web/Content Marketing | and Excel          | o Pinterest     |
| Management              | o Print and Online | o Brightcove    |
| o E-commerce            | Marketing          |                 |

## **EDUCATION**

**Bachelor of Art** - Studio Art with emphasis of Graphic Design      Graduated 2008  
California State University - Long Beach, CA