

Dimona Esparza

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Employment

Senior Multimedia Specialist, Public Relations **Palo Alto College, San Antonio, TX** Oct. 2013—Present

- Plans, develops, and executes concepts, designs, and/or coding of integrated visual/technical strategies for internal and external marketing to include art direction, graphic design, and brand management expertise.
- Collaborates with key stakeholders in the development of strategy, content, and design for over 50% of the requests for creative services by managing projects, streamlining processes, and providing project status reports.
- Serves as the digital signage content management administrator and one of the web content management system administrators to include its content development, design management, and technical support.
- Ensures all deliverables of both traditional and non-traditional media developed are in compliance with brand standards guide.

IT Senior Digital Media Specialist, IT Services **Palo Alto College, San Antonio, TX** June 2011—Oct. 2013

- Developed a comprehensive design methodology in the absence of creative direction, as most design services were completed by support staff or outsourced to various freelance designers.
- Streamlined a systematic process to publish, deploy, and deliver materials utilizing various platforms in an effort to inspire customer confidence in the department's ability to meet the demand of marketing requests.
- Collaborated with the key stakeholders to implement an integral feature of web content management system that would feed data from the website straight to the digital signage monitors throughout the campus.
- Managed internal print services operations to include creating, submitting, and filing billing statements.

Senior Multimedia Specialist, Public Relations **St. Philip's College, San Antonio, TX** June 2010—June 2011

- Planned, developed, and executed creative for internal and external marketing campaigns to include art direction, graphic design, copywriting, and photography.
- Collaborated with key stakeholders in the development of strategy, content, and design for requested creative.
- Served as liaison between print vendors and customers to manage print production schedules of deliverables.

Desktop Publisher, Continuing Education **San Antonio College, San Antonio, TX** Jan. 2008—June 2010

- Planned, developed, and executed creative for business-to-business and business-to-consumer marketing campaigns to include content development and design management of graphic, web, and sequential design.
- Collaborated with key stakeholders to align visual experiences of the various programs across platforms.
- Managed print production schedules of deliverables with print vendors and mailing house vendors.

Education

Master of Arts, Jan. 2017—Present
Graphic Design and Visual Experience
Savannah College of Art and Design (SCAD)

Bachelor of Arts, Summa Cum Laude
Visual Communication—Advertising
Savannah College of Art and Design (SCAD)

Associate of Applied Science
Print Graphics
Interactive Graphics
Sequential Graphics
San Antonio College

Awards

Muse Creative Awards, 2017
Rose Gold, Student Branding Campaign

Hermes Creative Award, 2015
Gold, Communication/Marketing Campaign

NCMPR Paragon Award, 2014
National Bronze, Print Ad, Series

NCMPR Medallion Award, 2014
District 4 Gold, Print Ad, Series

NCMPR Medallion Awards, 2013
District 4 Gold, Folder Division B

Memberships

Alamo Colleges
Digital Administrators
Committee, Member

Palo Alto College
Staff Senate, Officer
Marketing Council,
Member

Wellness Committee,
Member

Emerging Leaders,
Member

Skills

Software

InDesign Dreamweaver
Photoshop Acrobat Pro
Illustrator Lightroom
Footprints—ITS tracking system

Technical

Web Content Manager System administrator
Digital Signage Content Manager administrator
Photography—Sony α6300 mirrorless camera
Epson large format printer operator

Additional

Art direction Brand management
Problem-solving Project management
Detail-oriented Time management
Strategic planning Client satisfaction