

# Jesus M. Maldonado

Sun Valley, CA 91352 · 626-353-6470 · [jm51376@yahoo.com](mailto:jm51376@yahoo.com)

[PDF Portfolio](#) · [LinkedIn](#)

## Profile

---

A versatile Marketing professional with over 18 years' experience working in Marketing and Creative Services. A Marketing Specialist skilled in analyzing marketing data and execution of campaigns to reach targets for brand awareness. An Independent Production Artist, skilled in producing print, advertising, and digital graphics. Managed numerous high-value multidisciplinary projects from concept to completion.

## Core Competencies

---

- Project & Campaign Management
- High-level Multitasker and Generalist
- Staff Development and Leadership
- Custom Reporting Creation
- Promotional Material Creation
- Strong Vendor Relationships

## Professional Experience

---

### Marketing Specialist | Production Artist & Office Generalist, Independent Contractor

March 2012 – Present

- Ad campaign management & implementation, including analyzing and consultation.
- Communicating design vision, scope of work, and deliverable timeframes with clients and vendors.
- Developing marketing campaigns and product materials, including but not limited to web ads, landing pages, logos, postcards, flyers, spec sheets, and manuals.
- Manipulating documents and images for print and web use.
- Designing art pieces explicitly for consumer products through online Print-on-Demand retailers.
- Producing realistic photo manipulations and photo composites.

### Marketing & Technical Manager, Parker House Furniture – Chino, CA

May 2001 – July 2016

- Managed, trained, and inspired the in-house marketing and creative services team.
- Traffic management, creative direction, and conception of all promotional and POP materials.
- Oversaw all photography selection, catalog and sample creation, and assembly instruction from concept, through prepress, to print.
- Produced simple-to-complex marketing pages, banners, e-newsletters, and large format sales tools for trade shows, including for use at nationwide retailers.
- Developed and edited mass mailing letters, product data sheets, and product romance copy.
- Supervised the marketing material mail center, reviewing inventories and sample ordering.
- Designated and managed technical and print vendors, reviewing all costing and budgets.
- Generated and preserved all digital assets, including distribution to vendors.
- Involved in product development, reviewing pricing, design, construction, and features.
- Collaborated directly with international manufacturers regarding product and design.
- Managed the processing of all product data sets and cost centers, including auditing.
- Built and implemented custom reporting tools, costing templates, and complex reports within the ERP and MS Excel.
- Created and managed the main-website and multiple sub-websites for twelve years.
- Oversaw all computer and network administration, implementation, and repair.
- Handled procurement of all company supplies, office equipment, and marketing assets; directly involved in receipt, processing disbursement, and inventory control.

## Education

---

### Citrus College, Glendora CA

Associate of Arts Degree in Fine Arts

## Additional Skills

---

- Proficient in Adobe Creative Suite & Microsoft Office Suite
- Website design and administration (WordPress, HTML, PHP, CSS)
- Local network administration and setup
- PC setup and maintenance
- Bilingual, Spanish and English