# PORTFOLIO 20 kamonkey.com

# Jesus Maldonado

KAMonkey / Marketing Specialist + Graphic & Production Artist



# PRINT

CLIENT/PROJECT PARKER HOUSE FURNITURE

I have 18 years' experience working directly with print design and production, from initial concept, to prepress, to final print.

As the Marketing Manager for Parker House Furniture for 15 years, I not only developed the full Marketing Department, but produced a large variety of POP and trade show materials, From standard multi-page catalog sheets, large format display boards, to full length banners. I developed standard formats and templates to ensure brand consistency and efficiency across multiple product divisions. Led in the creation of all design and brand elements, including logos and typography.

Manipulated photography and produced custom hand drawn vector artwork as needed to properly promote product information and understanding.



The Stanford; a Transitional library wall in a modular format. The Stanford; a Transitional library wall in a modular format. A multi-functional Entertainment Center, Home Office, & Bookcase Wall.

Library Wall

PARTIE ST

As shown: ARI#450, ARI#420, ARI#405, ARI#412, ARI#420, ARI#456, ARI#430, ARI# All components have locking bolts to connect togeth Finish: Light Vintage Sherry 1220 No.14 Ladder rails are removable. Decorative bolts are included. 用 Top Left: ARI#420, ARI#405, ARI#412, & ARI#420 H 1 2 a di 125 -n• Left: ARI#450, ARI#420, ARI#440, ARI#430, THE Levelers adjust from inside the front of base cabinets for easy installation. Lighting on front beautifully accents literature and all display items. s shown above: ARI#476-2 ARI#460-2, & ARI#476-2 AR1#440, AR1#420, AR1#450, In Desk rugh is provided in Wall & Per Power strip with USB pass thr ers on both sides for dua insula Desk offers dra \*Requires ARI#430 or ARI#440 for installation ARI#465-2 Components: 2pc Bar Base & Hutch ARI#405 AR1#4601 LTKIT#499 Hutch features LED lighting on top and interior area, two adjustable glass shelves, mirror back, and doubte outlet power center Granite topped base provides two slide-out serving tray surfaces, and two standard storage drawers Bottom area offers removable win bottle storage, two storage doors with wire retention, and an adjustable shelf AR1#495 ARI#465-2 AR1#420 ARI#440 ARI/450 AR1#412 ARI#490 Left: ARI#450, ARI#465-2, & ARI#450 ARI#476F AR1#430 ARI#450 ARI#461D almary 2 Drawer Lateral attracts 211d x 50 from Line on the well or by the







**CLIENT/PROJECT RICARDO BRECEDA** 



IN THE NEWS

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ABOUT RICARDO

Born in Durango Mexico, Ricardo has lived in California for over the last 25 years. An "accidental artist" who has

years. An "accidental artist" who has become a well known sculptor & designer. One of his largest collections can be appreciated in the city of Borrego Springs, California.



Meet the Artist - Schedule a Private Viewing

TESTIMONIALS

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COME SEE ME

44450 Highway 79 S. Aguanga, CA 92536 Address:

Phone

Email



REVIEWS





#### LINKS About Gallery Testimonials

Schedule A Viewing Contact

I was contracted to design the full website UI and UX for world renowned artist Ricardo Breceda.

With only minimal input from the client, I created the initial concept, to current style and color. Additional work includes image selection and editing.



CLIENT/PROJECT VARIOUS

WEB

Contracted landing & web page designs for various clients.

Handling initial concept, to current style and color based on creative direction from client. Additional work includes image selection, custom design elements, recreation of logos, and typography.



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Additional projects, from landing page concepts, web page redesign, e-mail newsletters, and Facebook ads.

With creative direction from client, work has varied in scope with general design concept and message already predetermined.

#### CLIENT/PROJECT VARIOUS

DIGITAL







### 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.

## **Professional Experience**

#### Marketing Specialist | Artist & Office Generalist 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 traditional & digital marketing campaigns and product materials, including but not limited to web ads, websites, 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.

# RESUME

# jm51376@yahoo.com 626-353-6470

# Core Competencies

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

## **Education**

#### Citrus College - Glendora, CA

Associate of Arts Degree in Fine Arts

### **Additional Skills**

- Proficient in Adobe Creative Suite
  (Photoshop, Illustrator, InDesign)
- Proficient in MS Office Suite
- Basic website design and administration (HTML, WordPress, PHP, CSS)
- Local network administration and setup
- PC setup and maintenance
- Bilingual, Spanish and English