

EXPERIENCE:

2015 – present

Renee's Garden
Felton, CA
Graphic Designer

Responsible for creation and maintenance of marketing materials for Renee's Garden and Cornucopia Seeds.

Implemented web migration of more than 500 products and articles to new website using Shopify.

In charge of daily curating and updating social media.

Responsible for monthly newsletters, and promos to retailers and customers.

1993 – present

Freelancer

Currently designing and producing marketing materials, newsletters, ads and websites as Mountain Design Company.

Published editorial work includes feature stories in newspapers and magazines.

Responsible for all phases of publishing San Lorenzo Valley Business Directory, print and web, a seasonal business acquired in 2006.

2007 – 2015

Press-Banner

Graphic Designer, Reporter
Designed ads and page layouts for a weekly newspaper that serves Scotts Valley and San Lorenzo Valley.

Wrote news, feature and sports stories about local communities.

Photography of subjects for stories as necessary.

Responsible for bi-monthly special feature sections that involve advertorial writing and photography.

1999 – 2001

Ruddle Creative
San Jose, CA
Graphic Designer

Worked on design and production of marketing materials, including web sites, for arts organizations, hi-tech companies, banks, hospitals and research firms.

Functioned as writer, editor and account representative for select clients.

1997 – 1999

Coakley Heagerty Companies, Ltd.
San Jose, CA
Production Manager

Managed print, radio and Internet production.

Served as a production artist, hiring manager for creative talent, a liaison with outside vendors and print buyer.

Supervised traffic and estimating for all production jobs.

1996 – 1997

Trend Micro, Inc.
Cupertino, CA
Marketing Coordinator

Managed an annual events program of more than 100 engagements. Responsible for event selection, budgeting, preparation, logistics, participation, promotion.

Designed and created presentations for speaking engagements and sales proposals.

Managed print buying and performed production artist tasks.

1993 – 1996

Zircon Corporation
Campbell, CA
Media Coordinator

Established and managed a successful public relations program. Duties included writing and editing corporate copy, being a media liaison and a public information source.

Art directed marketing materials, including audio and video.

Managed advertising and public relations agencies, artists, photographers and printers.

EDUCATION:

Certificate in graphic design, UCSC extension, Cupertino, CA, 2002.

BS journalism and mass communication, fine art minor, San Jose State University, 1994.

SPECIAL SKILLS:

Cross-platform
Adobe CC
QuarkXpress
Photography
Fluent in Russian

PROFESSIONAL AFFILIATIONS:

Member of
San Lorenzo Valley
Chamber of Commerce

OBJECTIVE:

Seeking graphic design, production and writing opportunities, to diversify my workload and increase work hours.

Kira Ruvo

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