

# contact

DEIRDRE PEASE

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## professional skills

- Detail Oriented
- Professional
- Excellent communication skills
- Analytical skills to forecast and identify trends and challenges
- Fluent in both Spanish and English

## experience

- Photoshop
- Illustrator
- InDesign
- Canva / Adobe Express
- Power Point, Word
- PC and MAC

## personal

- Painting and drawing
- Taking classes at the local college
- Running and cycling
- Hanging out with family and friends
- Weekend parties or weekends at home with my 2 girls, husband & cat

## Work Experience

### LEE & ASSOCIATES - COMMERCE, CA

09/2023 – Current

#### Marketing Specialist / Graphic Designer

- In charge of redesigning marketing materials for the top producer in the Commerce office, including marketing brochures, postcards, social media postings and BOV's
- Conceived fresh ideas for social media content for variety in weekly topics, such as: Fun Fact Friday, special fun holidays, and holiday posting creation.
- Provided ideas for updating the office current marketing materials.
- In charge of working closely with research department to create market reports including charts, tables and overall layout.
- Maintained professional and technical knowledge by attending educational workshops and establishing personal networks.

### LEE & ASSOCIATES - LOS ANGELES, CA

06/2022 – 09/2023

#### Marketing Specialist

- Work together with creative teams to come up with branding ideas, graphic designs, promotional materials and advertising copies.
- Created new marketing materials for the top executives in the company. This included BOVs, marketing brochures, social media templates, marketing reports, email marketing templates and postcards.
- Prepared postcards for print and in charge of printing and retrieving contacts for direct marketing of properties.
- In charge of creating invitation, announcements and property signage.

### SPECTRUM CRE - ENCINO, CA

08/2018 – 06/2022

#### Marketing Manager

- Developed the company branding from employee resumes to stationary, and marketing guidelines. I was also responsible for creating marketing templates and material, including sale brochures, Broker Opinion of Value packages, email marketing and designed social media content.
- Implemented and executed strategic marketing plans for the entire organization.
- Prepared on-line and print marketing campaigns. Creation and publication of all marketing material in line with marketing plans.
- Organized the marketing filing systems and populated the stock imagery and icon sets.

### NAI CAPITAL - ENCINO, CA

07/2007 – 03/2018

#### Graphic Designer

- Design and production of fliers, brochures, postcards, offering memorandum, broker opinion of value and marketing materials, consistent with established company style guides.
- Worked with Clients on how best to incorporate the message into the client presentations or sales/leasing marketing material.
- Managed to complete more than double the productivity of the marketing department by working efficiently and creatively.
- Took the lead on projects as they came in from concept and design, to resource material to print production, to creating email marketing.

### LA GRAPHICO - BURBANK, CA

08/2006 – 04/2007

#### Print Production

- Proof and preflight all incoming design work from major entertainment companies, (Disney, FOX, Universal, etc).
- Correct color, fonts, sizes and templates on mechanicals and all supporting documents to printer specs.

## Education

**BACHELOR OF ARTS IN FINE ARTS, 1998, HONORS (4.0 GPA)**

University of California, Santa Barbara, CA

**DIPLOMA IN DESIGN, 2005**

Art Institute Pittsburgh - Pittsburgh, PA