

I have a wide range of expertise in marketing, graphics, electrical sign design, gaming art, illustration and traditional drafting. Verifiable track record for the successful completion of thousands of projects through coordinating with art directors, managers, sales associates and clients. I have maintained a positive rapport with vendors and clients while maintaining costs and profits. Additional specialties that sets myself apart from your average marketing specialist is that I also have experience in contract negotiations and project estimating. I enjoy utilizing excel to demonstrate project tracking, budgets and document presentation. I truly love the marketing side of my work and also the business management and science behind it all.

JERRY'S NUGGET CASINO | PRESENT | LAS VEGAS, NV

- Creative seasonal promotions for the casino, bingo hall, gaming and dining areas
- Inhouse posters, duratrans signage, outdoor large marquee sign by Yesco. Designs for kiosk & slot machine creatives
- Operating casino management systems, MoreClub Rewards, Konami, Synkros and general marketing efforts

ENCORE EVENT TECHNOLOGIES | 2018 - 2021 | LAS VEGAS, NV

- Creative design presentations, proposals and reports for premium hospitality and gaming properties.
- Our team prepared digital power point sales presentations for new and existing clients such as Marriott, Hilton, The Drake, Caesars Entertainment, MGM Grand. The robust offering of services that Encore has is reflected in our marketing strategies.
- I managed over 100 properties collateral material, data and sale folders.

NATIONAL CREDIT CENTER | 2016 - 2018 | LAS VEGAS, NV

- Online campaign development and direct mail promotions for the automotive industry.
- Graphic design for domestic and import vehicle dealers such as Lexus, BMW, Ford, Nissan, Honda, KIA and also assisted independent dealerships as well.
- OEM compliant or one off seasonal campaigns.

CAESARS ENTERTAINMENT | 2007 - 2016 | LAS VEGAS, NV

- Creative graphic design & brand strategy to influence cross-property visitation
- Coordinating design ideas with directors and executing various rebranding of casino amenities
- Hotel signage, vehicle wrap design, billboard graphics and creative directional signage
- Kiosk game strategy and storyboarding for seasonal promotions

WOW PRINTING | 2007 | LAS VEGAS, NV

- Project management of design and print production
- Produced layouts for printed collateral in a fast-paced environment
- Pre-press set up for off-set printers and outside vendors

DIAMOND HEAD SIGN CO. | 2005 - 2007 | LAS VEGAS, NV

- Project managed and designed electrical schematic plans for electrical signage.
- Working closely with fabrication, neon and painting departments to ensure quality and color consistency
- In close communication with sales staff and internal staff on sign design, color choices and fabrication solutions

EDUCATION

ART INSTRUCTION SCHOOL	1994-1998	MINNEAPOLIS, MN
ILLINOIS INSTITUTE OF ART	1998-2001	SCHAUMBURG, IL
MUTO CORPORATION	2004	TEMPE, AZ

PROFESSIONAL SKILLS

INDESIGN | PHOTOSHOP | AFTER EFFECTS | ILLUSTRATOR | 3D STUDIO MAX | MS OFFICE | SOCIAL MEDIA | QUICKBOOKS

Dear Hiring Manager,

I am writing to express my strong interest in the position with your company. With my extensive experience in marketing, graphic design and with my passion for driving product success, I believe I would be a valuable asset to your team.

Throughout my career, I have successfully developed and executed marketing strategies for various industries, including hospitality, gaming, and automotive sectors. At Encore Event Technologies, I played a key role in creating compelling design presentations and proposals for premium properties such as Marriott, Hilton, and MGM Grand. Additionally, I managed marketing collateral for over 100 properties, showcasing Encore's comprehensive service offerings.

As a skilled project manager, I have consistently delivered high-quality results within tight deadlines. At WOW Printing, I successfully managed design and print production projects, collaborating with offset printers and vendors to ensure top-notch quality and timely delivery of materials.

My expertise in brand strategy has led to successful rebranding initiatives at Caesars Entertainment, resulting in increased cross-property visitation and enhanced brand loyalty. I am proficient in a wide range of design tools, including InDesign, Illustrator, Photoshop, and 3D modeling software. This technical proficiency, combined with my strong creative instincts, allows me to create visually stunning and impactful marketing materials that resonate with target audiences. I was a lead creator of the gaming team that developed a total rewards kiosk gaming promotion that created a surge in rewards sign ups by 40%. A huge nationwide success across all properties.

Collaborating with cross-functional teams and provide expert consultation to clients has consistently resulted in improved customer service and product quality. I am adept at managing client relations, understanding their needs, and delivering tailored solutions that exceed expectations. I am excited about the opportunity to join your team and contribute to the success of your innovative products. I am confident that my skills in graphic design, illustration, brand strategy, and project management make me an ideal candidate for this role. Thank you for considering my application. I look forward to the possibility of discussing how my qualifications align with your vision and goals.

Sincerely,
Jesse Zarate