



# GINA PONCE DE LEON

High integrity designer with years of print, marketing, branding and front-end web development experience. Detail-oriented, proactive professional with exceptional interpersonal and organizational skills seeking to continue to grow within the marketing field. Fluent in Spanish.

## SOFTWARE

InDesign • Photoshop  
Illustrator • Dreamweaver  
Premier Pro • HTML • CSS  
Google Web Designer  
Quark Xpress  
Microsoft Office Suite  
Adobe Acrobat Pro  
Wordpress • FTP  
Flash • Muse • Fireworks

## EDUCATION

### THE ART INSTITUTE OF WASHINGTON

Web Design & Interactive Media — 2008 - 2010

### GIBBS COLLEGE

Associates in Visual Communications  
2002 - 2004

### MARYLAND COLLEGE OF ART AND DESIGN

Certificate in Computer Graphics — December 2000

### FCPS ACE

Photographic Techniques  
November 2010

## EXPERIENCE

### Consultant, Graphic/Web Designer

2010 - Present

As an independent consultant, I provide print and web design services to a variety of clients. Print projects range from logo design, branding, marketing collateral pieces, educational books, manuals, catalogs, brochures, reports, posters. Web projects consisted on social media ads, animated or static banners, landing pages, website edits, new websites and email marketing.

- Ratner Companies (Owners of Hair Cuttery, Bubbles and Salon Cielo beauty boutiques. Produce print marketing materials for salons, including product catalog, retail and service promo posters; design email marketing, social media ads, etc)
- Spark Fire Branding (produced email marketing and google ads)
- Clean As Snow Carpet Cleaning, LLC (website and marketing materials)
- AutoCraft Body and Paint (website)
- Ponce de León ImEx, SAC (branding, logo, website)
- American Home Services (website)
- FHI360 (produced teachers manual and educational books for Equatorial Guinea's school system)
- The Washington Examiner Newspaper (designed an 8-page newspaper insertion special on Breast Cancer; produced advertisement fillers)
- Fraser Wallace Advertising (real estate advertisement, ads and brochures)
- Joseph Fleming Design (designed websites for JFD's clients)

### eCendant Interactive – Sterling, VA

#### Web Artist

2014 - 2017

Designed quality online marketing material for real estate developing clients. Responsible for designing responsive eflyers, interactive banners and landing pages for Ryan Homes, NVHomes, NVR and CalAtlantic Homes. Performed web updates for other clients' sites as well as performed video editing for Ryan Homes/NVR client to be displayed on youtube.com. Successfully completed jobs under budget and on time

### The Stonecroft Group

#### Web Development Manager

2014 - 2015

Designed company's branding including logo, stationery and website. Responsible for providing TSG clients with new or updated websites in a timely manner with search engine optimization

### Super Media, LLC (Former Verizon Yellow Pages) – Chantilly, VA

#### Graphic Designer

2006 - 2010

Designed a variety of ads for the Verizon Yellow Pages, including B2B and B2C marketing pieces and special in-house projects. Worked closely with sales representatives to designed advertisement that successfully met clients' needs, therefore, meeting or increasing sales on a monthly basis. Performed monthly updates to the company's website

703 599 5588

ginapdl@yahoo.com

ginapdl.com

