

Anthony Ferrer

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PROFILE

- Marketing specialist in multiple creative areas, such as graphic design and brand development, video production, social media marketing, photography, and print marketing
- 6 years of experience in the marketing/creative work field
- +10 years of experience across various programs in Adobe Creative Cloud
- 4 years of work experience in higher education and student affairs
- 4 years of experience in leading and supervising an in-house marketing team

SKILLS

Graphic Design

• Years of knowledge in programs such as Adobe Photoshop, Illustrator, and After Effects. Cliental experience both in the professional and freelance setting. Wide understanding with print and digital graphics.

Photography/videography

• Proficiency with camera (both DSLR and mirrorless) and lighting, equipment, and photo editing software - Adobe Lightroom and Adobe Premiere. Experience in portrait shooting, event coverage, testimonials, etc.

Social Media Marketing

• Years of experience in developing a following on a number of social media platforms, specifically Instagram and TikTok.

Organizational Leadership

• 4 years of experience in a team setting, developing a marketing team, delegating roles, and supervising/managing a marketing team on a daily basis.

EDUCATION

Cal State University San Marcos
Graduated in 2018 | BA in Psychology

EXPERIENCE

Marketing & Digital Media Coordinator California State University San Marcos - University Student Union

from April 2022 - Present

- Manage and direct a student marketing team and leading support of print and digital media; video production, graphic design, social media, and brand campaigns to the USU and CSUSM campus community.
- Independently develop, design, project, and execute a number of print and digital media projects within the USU/C-SUSM campus.
- Lead brand overhauls for different areas within the USU, strategizing and developing large-scale print medias for the many entities in the USU, and developing marketing and social media campaigns for campus-wide events.
- Analyze and oversee USU marketing annual budget, student employment program, and student training and on-boarding.

Digital Media Specialist

California State University San Marcos - University Student Union

from February 2019 - April 2022

- Develop digital content to the departments within the Student Life unit, including graphic design, video content, photography, animation, and more.
- Curating content for student population through avenues such as social media, digital signage, print media, etc.
- Awarded New Professional of the Year in 2021 within CSUSM's Division of Student Affairs, comprised of 33 different programatic areas.
- Provide training amongst student assistants in creative techniques to develop skills in graphic design, video production, photography, and more.

Design and Media Student Assistant

California State University San Marcos - University Student Union

from March 2016 - December 2018

- Creating engaging content that appeals to student population.
- Develop collateral, social media posts, videos, and animations.
- Work 1-on-1 with clients on assigned projects.
- Work in a team environment to ensure goals of organization are being met.