



VANESSA OTERO

DIGITAL ADVERTISING JACK OF ALL TRADES

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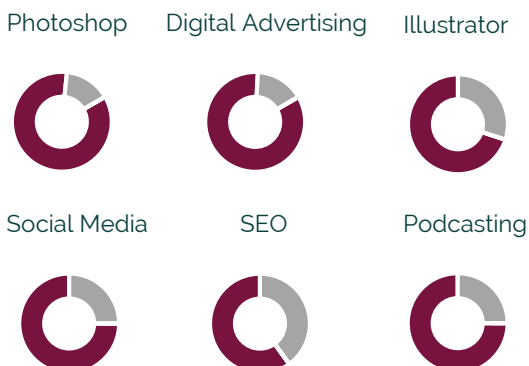
EXPERTISE

- WEB CONTENT
- CONTENT MARKETING
- DIGITAL ADVERTISING
- PRODUCTION LINE DESIGN
- SOCIAL MEDIA

EDUCATION

DIGITAL MEDIA ARTS ATA
OLYMPIC COLLEGE, BREMERTON WA
2009-2010

TECHNICAL SKILLS



PROFILE

Hello, I'm Vanessa and I'm a Digital Media "Jack of All Trades." I enjoy customizing Wordpress & WYSIWYG sites with CSS & creating brand-focused images that can engage conversation across platforms. I am fond of games, podcasting and pop culture Easter eggs.

EXPERIENCE

COCREATOR, HOST, EXEC. PRODUCER & ADMIN
TOTAL PARTY GUILD | PORT ORCHARD WA
September 2019 to present

Design & build podcast brand, gaining over 50 subscribers in the first 6 months, 2000+ listens in the first 8 months. Managing all social media, creating conversation starters & promo videos, managing Reddit, Twitter, Facebook, Twitch & Youtube channels. Track stats and audit Wordpress site.

WEB CONTENT SPECIALIST 2
SINCRO/ CDK GLOBAL/ADP/COBALT | SEATTLE, WA
07-2012 to 10/2020

Project Liaison & assistant to the manager on "EDO" – a major custom redesign project. Team SME for 4 OEMs. Queue & workflow coordinator. Day-to-day work included working in Salesforce, prioritizing and fulfilling digital marketing requests using Photoshop and a proprietary WYSIWYG.

DIGITAL MEDIA ARTIST
FREELANCE | PORT ORCHARD WA
August 2003 to Present

Create brochure websites for small businesses, Create Social Media Assets, Design posters, fliers, graphics & logos

WEB AND GRAPHIC DESIGN CONTRACTOR
SUPERDELUXE MARKETING | BREMERTON, WA
June 2012 to 2016

Develop websites and graphics using HTML/CSS, light Javascript and JQuery implementation, Adobe Photoshop, Illustrator & Acrobat