



# VANESSA OTERO

DIGITAL MEDIA JACK OF ALL TRADES

**PHONE:** 360-509-6017  
**LOCATION:** Port Orchard, Wa  
**EMAIL:** vanessow@gmail.com  
**PORTFOLIO:** linkedin.com/in/Vanessow

## SKILLS & EXPERTISE

- WEB CONTENT & CONTENT MARKETING
- DIGITAL ADVERTISING
- GRAPHIC DESIGN
- SOCIAL MEDIA, SLACK, DISCORD
- PHOTOSHOP, SEO, HTML/CSS
- ADOBE CREATIVE CLOUD/SUITE
- MICROSOFT OFFICE, ESP POWERPOINT & EXCEL
- COMMUNICATION & COLLABORATION
- TROUBLESHOOTING, OUTSIDE THE BOX

## EDUCATION

**DIGITAL MEDIA ARTS | AA**  
OLYMPIC COLLEGE | BREMERTON WA  
2009- 2011

## PASSIONATE ABOUT

- BOARD GAMES, DUNGEONS & DRAGONS
- UNIQUE, LOCAL COFFEE ROASTERS
- 3D PRINTING!
- POP CULTURE EASTER EGGS.
- HORROR MOVIES , ESP. ZOMBIES
- ROCKBAND RIVALS
- THE BOSTON TERRIER-PUG, CHARLOTTE WHO RUNS THE OTERO HOUSEHOLD

## DIGITAL MEDIA HIGHLIGHTS

- Ability to collaborate & work independently, Has worked 4 years as "deskshare" and 4+ years fully remotely, supporting international brand, Holden - *Sincro*
- Accelerated team efficiency by 60%, organized content in CMS & optimization of corporate style guide & best practices as brand SME for 4 OEMs, using Jira & Confluence to organize information - *Sincro*
- Delivered 40+ episodes, using Adobe Creative Suite, maximized Social Media campaigns & RSS distribution to generate 2500+ Listeners in 9 months - *Total Party Guild*

## EXPERIENCE

### COCREATOR, HOST, EXEC. PRODUCER & ADMIN

TOTAL PARTY GUILD LLC | PORT ORCHARD WA  
September 2019 to present

- Founded & developed podcast brand, using Photoshop, WordPress & Google Analytics, producing over 1000 unique views, and 50% Organic Search
- Generating, designing and writing Social Media Campaigns producing 50+ subscribers in 6 months. Wielded Twitter, Instagram, Reddit, Facebook, Pinterest, YouTube & Twitch engagement to boost traffic to our blog
- Lead Project Management: Developed Calendar for project, Collaborating w/ cohosts. Motivated the team to stay on task. Analyze stats, Produced After Effects Videos, Edited podcast using Adobe Audition.

### WEB CONTENT SPECIALIST

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

- Create brand aligned advertising creative using Photoshop & CMS to maintain consistent monthly OEM/B2B SLA of 96%
- CRM Salesforce workflow coordination, delegated difficult cases to content team, increased performance by 75%
- Trained 50 teammates with Zoom/Web-Ex presentation to use an innovative, newly developed CMS tool, reducing Content integration time by 500%

### DIGITAL MEDIA & CONTENT SPECIALIST

FREELANCE | PORT ORCHARD WA  
August 2003 to Present

- Build responsive Web Design for small business sites using Weebly & WordPress

### DIGITAL MARKETING CONTRACTOR

SUPERDELUXE MARKETING | BREMERTON, WA  
June 2012 to 2016

- Creative Development for Social Media with Adobe Photoshop, Illustrator, InDesign
- Web Design & front end development for many small businesses, using HTML/CSS & WYSIWYGs