

SALEEMA FAZAL

415 595 3939 saleemaf@gmail.com 62 Dolores Terrace, San Francisco, CA 94110

PORTFOLIO www.saleemafazal.com & www.saleemafazal.com/NewWork

EDUCATION **Master Of Arts: Graphic Arts**

San Francisco State University, Aug 05 - Dec 07 (Thesis in progress)
+ GPA 3.76

Bachelor of Arts: Communication Studies, Business Administration Specialization

University of California, Los Angeles (UCLA), Aug 96 - June 00
+ GPA 3.8, Magna Cum Laude

Spanish Conversation & Grammar, Art History

University of Salamanca, Spain, Jan 95 - June 95

EXPERIENCE **Senior Marketing Coordinator**

Bluewolf, consultancy, June 09 - Present

Handle a wide variety of operational tasks for a small but heavy lead generating marketing team. Plan events/coordinate logistics, create graphic assets, analyze marketing ROI, apply for industry awards, manage marketing collateral.

- + Use salesforce.com to create reports to analyze the impact of team's marketing campaigns; also sole Eloqua user
- + Plan events from sourcing venues to creating graphic assets to handling onsite logistics for 100+ people

Graphic Designer / Production Artist

Williams-Sonoma, Inc., retail corporate office, Dec 07 - Jan 09

Designed and produced signage, product sales collateral and other marketing materials that appear in stores. Managed process from inception to printing / shipping. Additionally, retouched product photos, digitally illustrated window concepts, and handled a variety of production demands in a fast-paced, high-volume environment.

- + Created and implemented a signage request system (using Excel) that streamlined the process and reduced errors
- + Developed and managed a deadline system by working with internal teams, stores, and printer that resulted in cost savings

Graphic Designer

Envision Schools, non-profit organization, June 06 - Dec 07

Designed various pieces of marketing and advertising collateral for head office and four affiliate schools. Regularly updated HTML website and managed project timelines.

- + Designed and produced newspaper ads, flyers, and direct mail pieces that led to increased student enrollment
- + Sourced best costs for organization's printing needs and managed numerous outside vendors to ensure excellent execution

Account Manager

SF Weekly, local alternative newspaper, Mar 04 - July 05

Worked with 50+ local businesses on advertising needs and managed tight weekly deadlines while fostering excellent relationships with clients. Created ad concepts, updated weekly ad content, handled ad proofing, and collected payment.

- + Strategized marketing angles and used SF Weekly's cross-promotional opportunities to ensure maximum campaign success
- + Regularly commended for great client service

Account Manager

Mediaplex, Inc., publicly-traded online marketing technology company, Aug 00 - May 01 & Jan 02 - Aug 03

Primary point of contact for clients: fielded technology support calls, billing inquiries, and monitored numerous reports for greatest return on investment for clients. Also worked with internal development teams and managed project timelines.

- + Increased clients' campaign efficacy by selecting best performing creative pieces
- + Analyzed clients' marketing goals and brainstormed new technology solutions to best fit their needs

SKILLS Expert user of Eloqua, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver, Adobe Image Ready, Adobe Acrobat, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and HTML coding. Excellent copywriting skills. Mac and PC proficient. Working knowledge of salesforce.com, Quark, Adobe Flash, and JavaScript.

References + Writing Samples Available Upon Request