

KRYSTI GOMEZ

<Marketer/Graphic Designer/Web Designer/>

“ I’m a Creative Marketer with over ten years of experience designing, copywriting, and building brands. I have a passion for user-experience, consumer-focused marketing, and authentic design. I would love to help you and your company grow and develop relationships with loyal and enthusiastic consumer audiences.

<WORK />

Jan 2023 -
Current
Remote

Pixel and Bloom Marketing, LLC

Founder & Lead Graphic Designer

Created a marketing company to help clients with: graphic design, social media, email build and sends, videography, animation, UI/UX development, copy writing, coding and developing websites, etc. Created a team of highly-skilled employees and worked with many clients in industries focused on B2C and B2B with a specialty in Healthcare.

Equality Health, LLC.

Lead Graphic Designer

Brand development including Branding Kits, Style Guides, UI/UX Design kits, Powerpoint templates, and Adobe Templates. Build content for paid search, display ads, native ads, social media, Provider Flyers and brochures. Design event backdrops, swag, collateral, etc. Design and manage the company Telemetry TV screens (located in multiple states to display important company news in corporate buildings). Design emails, video editing and light animation for videos and presentations, landing page mock-ups, front-end design. Build Brand kits within programs such as Adobe and Canva to streamline designing across teammates. Build template files for Outlook emails for company use. Create banner ads for sports stadium screens, scrim, print and digital-ready pieces, large inflatable designs and mock-ups, custom company folders, etc. Support the Equality Health Foundation needs while abiding to their branding. Project management and documentation.

May 2023 -
Oct 2024
Remote



<CONTACT/>

Phone:

954-662-2375

E-mail:

krysticaroline15@gmail.com

<EDUCATION/>

Aug 2014:

Bachelor's of
Communications &
Advertising

<SKILLSET/>

html | css | photography |
videography | light
animation | typography | after
effects | indesign | premiere
pro | illustrator | photoshop
| adobe xd | wordpress |
figma | WYSIWYG editors |
mailchimp | blueshift | canva |
google suite | microsoft suite
| powerpoint | asana |

KRYSTI GOMEZ

<Marketer/Graphic Designer/Web Designer/>

Nov 2020 -
Feb 2023
Remote

HealthCare.com

Graphic Designer

Brand development including Branding Kits, Style Guides, UI/UX Design kits. Build content for paid search, display ads, discover ads, native ads, social media, and more. Build templates for consumer-based emails, back-end tracking and development within emails, project management and documentation, branding kits and style guides, animation, educational-based learning videos, landing page mock-ups, front-end design. Follow a LEAN workflow with experience working within Sprints.

Mar 2018 -
Nov 2020
Groveland,
FL/Remote

Cherrylake, Inc.

Marketing Coordinator

Build and maintain brand consistency throughout all sister companies (Cherrylake, IMG Citrus and IMG Enterprises). Manage and create content schedules for 8 social media accounts. Build, and manage collateral for all websites and maintain website security. Coordinate company events and tradeshow. Email campaigns. Create collateral for internal marketing initiatives as well as company swag, signage, vehicle branding, banners, packaging, etc. Photography and Videography. Animation and Motion graphics, explainer videos, infographs, etc. Create Press Release articles. Shared services duties include HR Welcome Packets, training videos, company portal, etc.

Apr 2015 -
Mar 2018
Hollywood,
FL/Remote

BrandsMart USA

Graphic Designer & Web Designer

Built mobile friendly e-mail campaigns for marketing sales. UI Design and mock-ups. Social Media design and management. Created digital graphics and print collateral.

Dec 2014 -
Apr 2015
Cooper City,
FL

Purebred Breeders

Junior Copywriter

Managed roughly 200-300 ads per day. Created creative copy for website advertisement. Photo/video editing. Managed Brand compliance across company website.

KRYSTI GOMEZ

<Marketer/Graphic Designer/Web Designer/>

<AWARDS />

State of the Company CEO Award Winner: Passion For What You Do

Cherrylake Award

The CEO Awards are voted on every year by employees within the company. The CEO then reviews those nominated, and selects a winner for each category. I was nominated for four of the seven company values, and ultimately won overall title for Passion For What You Do.

State of the Company CEO Award Nominee

Cherrylake Award

The CEO Awards are voted on every year by employees within the company. The CEO then reviews those nominated, and selects a winner for each category. I was nominated for four of the seven company values.

<PORTFOLIO />

www.krystigomez.com

References upon request.