

V E R O N I C A M A I D E S I L – T A F O Y A

DIGITAL MARKETER WITH A SPECIALTY IN EVENT PRODUCTION



(510) 695-9477



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S U M M A R Y

Experienced event producer, tenured in all aspects of event production and marketing: speaker/host liaison, relevant content developer, social media planner, copywriter/digital designer, event facilitator.

Developer of compelling brand stories for events that build community and spark ideas.

S K I L L S

- Asana, Microsoft and Adobe proficient
- Liaison to event talent
- Data driven social media strategist
- End to end event manager
- High-volume sales producer
- Experienced graphic designer
- Portfolio: Nikaunltd.com

- **Large scale event producer, led team who planned and executed** The Annual Island Reggae Festival hosting one of the largest AANHPI cultural festivals in the West Coast – 20,000 attendees.
- **Currently producing** the Annual Pasifika Film Festival, leading all aspects of event production from end to end.
- **Tenured social media and digital marketing professional**, versed as the design and execution of strategies, copywriting and design.
- **Experienced graphic designer**, applying a depth of design skills to cultivating event participation and attendance

W O R K E X P E R I E N C E

MARKETING LEAD / EVENT PRODUCER

Island City Media, Los Angeles, CA | 2022 – Present (Contract)

- Led marketing, planning and production of the Annual Pasifika Film Festival.
- Sourced and liaised with event hosts and speakers, and led all aspects of event planning and execution start to finish.
- Created branding, website and social media strategy.

MARKETING & EVENT MANAGER

Island Reggae Festival, San Jose, CA | 2012 – 2018 (Contract)

- Plan and produce events related to promotions, corporate events/sponsorships, community events.
- Led production of The Annual Island Reggae Festival hosting one of the largest AANHPI cultural festivals in the West Coast – 20,000 attendees.
- Created branding, website and social media strategy.

GRAPHIC DESIGN LEAD | MULTI-SITE MANAGER

The UPS Stores, Silicon Valley Region & Chico, CA | 2016 - 2023

- Delivered excellent customer service to all retail customers, including business owners, corporate professionals, and individuals. Manage and produce graphics and print orders.
- Work with local business owners to develop and execute tailored marketing strategies.
- By knowing best practices related to the corporate shipping industry, as well as in-depth knowledge of graphic design and branding, produced outstanding products which leave customers providing stellar survey feedback