



# VERONICA MAIDESIL - TAFOYA

MARKETING COMMUNICATIONS SPECIALIST



(510) 695 – 9477



vmaidesil@gmail.com



Bay Area, CA

## SKILLS

### || PROFESSIONAL

- SEO and Google Analytics
- Social Media Strategy
- Marketing
- Project Management
- Print Layout & Design
- Website Layout & Design
- Market Research

### || TECHNICAL

- Microsoft Office
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects

### || LEADERSHIP

- Interpersonal
- Teamwork & Collaboration
- Creative Problem Solving
- Sales Pipeline Cultivation
- Account-Based Sales Strategy
- Organization
- Time Management
- Growth Mindset
- Adaptability
- Resourceful
- Innovative
- Strong Sense of Ownership & Accountability

## WORK EXPERIENCE

- Background in design and marketing supports insight into client needs and creative solutions
- Fostered Brand Development & Strategy: Graphic Design (Print, Digital & Screen Printing), Website Design (Created layouts that catered to the company's target demographic, Maximized SEO), Photography (Studio & On-Location, Product)
- Established a reputation as a sales and service leader, marketing, communications, and graphic design professional, passionate about catalyzing meaningful causes
- Founded and grew independently owned marketing graphic design firm- <https://www.nikaunltd.com/>
- Built, developed, and guided print and design profit center as lead graphic designer and manager for The UPS Store region
- Consistently earned excellent net promoter customer service scores

## WORK EXPERIENCE

### STORE MANAGER, LEAD GRAPHIC DESIGNER

The UPS Store, Sunnyvale, Ca | 2016 – Present

Directed the operations of four Silicon Valley stores. Grew profitability year over year. Orchestrated logistics. Implemented best industry practices and in-depth knowledge of graphic design and branding to produce excellent products and enhance customer satisfaction through survey feedback. Oversaw staff of 15+, directed the team and collaborated on ideas and projects.

- Facilitated and moderated connections and boosted sales volume for corporate graphic design clientele by 46% yearly
- Increased revenue as the sales lead at The UPS Store in Silicon Valley by 44% in 2022
- Broadened the volume of corporate clients' use of print services and grew print sales by 16%

### GRAPHIC DESIGNER, MARKETING SPECIALIST

Island City Media Group, Hollywood, CA | 2023 – Present

Enabled, implemented, and executed content creation and marketing strategy and supported the network of companies

<https://www.islandcitymediagroup.com/>

### OWNER, EXECUTIVE MANAGER

NIKA Unltd. Graphic Design Firm, Bay Area, CA | 2010 – Present

Built and managed a robust clientele providing marketing, communications, design & photography services, yielding extraordinary client feedback.

<https://www.nikaunltd.com/>

### MARKETING LEAD, CO-EVENT DIRECTOR

Annual Island Reggae Festival, Santa Clara County Fairgrounds, CA | 2011 – 2019

Annually led the production and execution of one of the largest Bay Area festivals serving the AANHPI community. Produced and conducted an annual event hosting 20,000+ attendees. Forged promotion/advertising talent recruitment and management, and vendor coordination.

### GRAPHIC DESIGNER, BRANDING MANAGER

Island Block Radio, Hollywood, CA | 2010 – 2021

Enabled, implemented, and executed content creation and marketing strategy and supported the Network of companies.

<https://islandblocknetwork.com/members/veronica-maidesiltafoya/>