



G. YVETTE BARTHEL

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EDUCATION

» **Bachelor of Arts • 2011**
University of Redlands
Major Studio Art: Graphic Design
Minor in Business Management

VOLUNTEER 2005 - 2018

» **Redlands East Valley High School**
Newspaper - layout, advertisements
Football - magazine, presentations

TECHNICAL PROFICIENCY

| | |
|---------------|--|
| Photoshop | |
| Illustrator | |
| InDesign | |
| Bridge | |
| AfterEffects | |
| Premier Pro | |
| MS Word | |
| MS PowerPoint | |
| MS Excel | |
| MS Outlook | |
| MS Publisher | |

REFERENCES

» **Caroline McAllister**
Retired / English & Newspaper Expert
Phone: 909-260-3018

» **Sarah Tyminski**
Team Leader - General Mills
Phone: 805-236-7364

» **Sharlynn Roberts**
Director, Business Resources
Phone: 314-276-5259

EXPERIENCE

- 2017 - pres. **MGJ Transport Inc** | *Business Operations & Marketing Manager - contracted*
 - Achieve financial performance and revenue growth goals
 - Manage day-to-day activities, set and review budgets and manage costs
 - Exceed in communication skills, think creatively and innovatively, and analyze forecast to identify trends and challenges
 - Manage marketing materials in graphic design, web design, production, etc.
 - Maintain updated work structure with drivers. Prepare drivers for assignments and communicates job description and agenda
 - Recruit, test and interview staff; run payroll
- 2007 - pres. **GYB Photodesigns** | *Freelance*
 - Handle multiple clients with design projects encompassing clients from corporate, schools, private and personal
 - Photograph in local markets including, but not limited to: business websites, professional headshots, family portraits and more
 - Constantly thriving to develop and maintain skills
 - Customer loyalty and valuable critiques
- 2014 - 2017 **Sysco Ventura** | *Marketing Design Coordinator*
 - Create original design solutions for local event and marketing collateral, including social media, signage, banners, brochures, presentations, in addition to video production and photography
 - Work closely with sales department and customers to create promotional material to increase traffic; provided technical and personal support of Salesforce.com
 - Provide general administrative support to marketing and include market research, formatting reports, producing and updating tracking spreadsheets, etc.
 - Assist with conference and tradeshow planning
 - Ability to accept criticism, all within a reactive, fast paced environment which can change direction quickly, while still maintaining extremely high standards
- 2011 - 2014 **Loma Linda University Health** | *Digital Imaging Specialist*
 - Implement and train colleagues with new programs in order to execute highly effective time management necessary to keep and improve flow of production
 - Digitally enhance and organize medical records while collaborating with team to maintain high production levels
 - Coordinate and enhance overall digital imaging process; ensure optimal performance of designated machines
 - Handle multiple projects simultaneously; demonstrate detail orientation by delivering high quality control and improvement
- 2005 - 2011 **Cold Stone Creamery** | *Store Manager/Marketing Coordinator*
 - Responsible for coordinating all management aspects of assigned store
 - Developed concept specifications in cutting costs in attempt to increase profits, by creating advertisements, optimizing scheduling, and promoting/coordinating fundraisers, which resulted in keeping the store open during economic hardship
 - Train and supervise a team of 8-15 employees; focused on team providing excellent customer service

QUALIFICATIONS PROFILE

Marketing/Event Coordinator
 Management Techniques
 Stellar Customer Service
 Design Marketing Materials
 Bilingual (Spanish & English)
 Report & Expense Tracking

Creative Graphic Design
 Effective Relationship Builder
 Account Coordination
 Product Placement Concepts
 Administrative Support
 Training & Development