

CHARLOTTE Z. FERNANDEZ

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ARTIST PROFILE:

BIO

Since 1999, Charlotte immersed herself in the design and digital media worlds. She is a self-taught designer, web developer, photographer and artist.

Charlotte began her career on Guam as a graphic artist and television sports show producer. California then became her creative playground for multimedia expansion that catalyzed her transition from design into art direction.

She currently works between Southeast Asia and Southern California as a Brand consultant. She is also speaker and trainer, keen on sharing her insights on the Asian and American consumer markets.

BRAND CONSULTANT

- Fifteen years in the marketing and design industry.
- Art Direction and team collaboration with multimedia artists, designers, writers and Public Relations professionals to create distinct artwork and content.
- Unorthodox emphasis on Branded content and media, bridging the gap between artistry and functional design and fostering memorable experiences.
- Manages accounts, Creative plans and Brand strategies.
- Donating time and resources to various non-profit organizations including Susan G. Komen for the Cure, St. Jude Children's Research Hospital and the Taproot Foundation. Currently serving as a board member for the Guam Communications Network.

SKILL SETS:

- Digital Strategy and Content Marketing
- Graphic Design - Print, Web and Video
- Experience Design (XD)
- Adobe Creative Suite 6 - Design, Web & (Video) Production Collections
- Website Development and Content Management Systems (CMS)
- Mobile Web Development
- Media Buying & Strategies
- Advertising and Editorial Copywriting, Website Content Writing and Editing
- Digital Photography: studio & product lighting, digital developing and processing
- Events - Media Master Control
- Trade Shows - Vendor and Venue Setups

Integrated Skills for Brand Development:

- Collaborating with multimedia artists
- Copywriting and photography for editorials, events and products
- Print, web and multimedia Branded design
- Social Media Strategy
- Video production: directing, editing, shooting, screen writing and post-production

PROFESSIONAL EXPERIENCE:

Charlotte Z. Fernandez, Consultant • Orange County, CA • (714) 783-5915

Design & Brand Consultant • March 2004 to Present

- Running an independent design studio as a resource for businesses and organizations.
- Art Direction to maintain and build client Brand Integrity.
- Account management and brand strategy.
- Creative direction caters to client's business, demographics and preferences.
- Developing websites with CMS to allow clients ample control over their web content.

Database Marketing Group • Santa Ana, CA • (714) 836-8373

Designer • November 2005 to October 2006

- Specialized design in direct mail marketing.
- Designing effective direct mail for fast-food networks, restaurants, financial services, retail, telecommunications, supermarkets and others.
- Responsible for streamlining procedures to increase production and improve workflow.

Business Cards Tomorrow • Laguna Hills, CA • (949) 859-0801

Graphic and Production Artist • October 2002 to February 2004

- Customer Service regarding orders and digital file specifications.
- Corresponding with retail vendors to produce high quality final products.
- Preparing and digitizing files for press output.
- Extensive knowledge of various file types for digital plate making.

Island Broadcasting Inc. • Tamuning, Guam • (671) 637-8814

Sports Producer and Announcer • September 2001 to June 2002

- Shooting local sports events and interviews.
- Screen writing and voice overs for local sports show.
- Digital video editing and television graphics.
- All skills pertain to producing a local sports show for daily prime time broadcast.

INHOUSE Creative Inc. • Tamuning, Guam • (671) 647-4368

Graphic Designer • March 2001 to July 2001

- Graphic artist in an intense, deadline driven environment.
- Creative group team member for advertising campaigns and promotions.
 - Key artist in Coors Light Summer 2001 Super Promotion.
 - Creative style catering to younger demographic profiles.
- Undertaking projects needing both collaborative and independent effort.

EDUCATION:

University of Phoenix • Phoenix, Arizona

Courses in Business with a concentration in Management • May 2005 - August 2008

Saint Paul Christian School • Harmon, Guam

Graduated Summa Cum Laude • 1998

REFERENCES:

Available upon request.