

Adrian Romero

Portfolio: aromerodesigns.com | Email: aneromero24@gmail.com | Phone: (626) 297-2742 | Simi Valley, CA

SKILLS

Web Design & Development: Proficient in creating responsive websites using HTML, CSS, JavaScript, Visual Studio Code, and CMS platforms (WordPress, WIX, Squarespace, Shopify).

Digital Marketing & Fundraising: Expertise in crowdfunding, text-to-give campaigns, and silent/live auctions for nonprofit organizations.

Graphic Design & Multimedia: Skilled in designing marketing collateral (flyers, posters, table tents, cards, a-frames) social media assets, and video production using Adobe Creative Suite (Photoshop, Illustrator, XD, Indesign, Premiere Pro).

UI/UX Design: Experienced in high/low-fidelity prototyping, user research, and designing intuitive interfaces using Figma and Adobe XD.

Social Media Strategy: Successful in increasing engagement and following through creative content, analytics, and targeted campaigns.

Email Marketing & CRM: Competent in designing and managing email campaigns using tools like Constant Contact, Mailchimp, Givesmart, and Salesforce Marketing Cloud.

Data & Analytics: Adept at using data-driven insights to optimize campaigns, improve user engagement, and inform strategic decisions.

EXPERIENCE

University of Southern California – Los Angeles, CA *Assistant Director of Digital Fundraising (Annual Giving)*
November 2023 – Present

- Design, develop, and optimize responsive websites and landing pages for digital campaigns and giving initiatives using HTML, CSS, and JavaScript, enhancing user experience and increasing conversion rates across donor journeys.
- Contributed to the enhancement of USC's Day of SCupport digital experience by supporting UX/UI improvements, web execution across multiple school and unit pages, and implementation of new UI enhancements to improve donor engagement and user experience.
- Partnered with internal stakeholders, including USC's individual schools, affinity groups, and advancement units, to produce inclusive, high-quality crowdfunding materials that aligned with the university's mission and goals.
- Contributed to the success of USC vs. UCLA Rival Week, the university's first head-to-head gift challenge with UCLA. Took ownership of designing the campaign logo and website, which helped drive 876 gifts in under four days, securing a victory over UCLA in the inaugural year.
- Helped design and implement USC's Ambassador program experience by creating user flows for ambassador onboarding and sign-up journeys, developing and testing ambassador group leaderboards and data segments for gift tracking, troubleshooting platform bugs, and contributing UI/UX enhancements to improve engagement and reporting accuracy across fundraising campaigns.

Insta Graphic Systems – Cerritos, CA *Web Design and Social Media Coordinator* April 2019 – November 2023

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- Directed creating and managing an e-commerce website, implementing design enhancements, and optimizing user navigation, leading to a 25% increase in online sales.
- Boosted social media engagement by 300% by developing targeted campaigns, executing content strategies, and utilizing analytics to inform performance improvements.
- Designed and produced promotional materials, flyers, business cards, QR Code prints, web banners, email templates, and video content, contributing to the success of quarterly marketing campaigns.
- Launched monthly email marketing campaigns, managing subscriber segmentation and A/B testing to increase open rates by 15%.
- Collaborated with cross-functional teams to align digital content with broader marketing objectives, ensuring consistency and brand cohesion across all platforms.

Hub Has It Construction – San Bernardino, CA *Marketing Admin/Multimedia Designer* Jan. 2017 – Dec. 2018

- Designed and managed various marketing materials, including branded merchandise, calendars, brochures, and digital ads, ensuring alignment with the company's strategic goals.
- Revamped the company's e-commerce platform, implementing SEO best practices and improving content presentation, which increased site traffic by 20%.
- Produced engaging promotional content, including videos and social media campaigns, driving customer engagement and brand awareness.
- Assisted with migrating a new Content Management System (CMS), ensuring a seamless transition.
- Coordinated marketing schedules and campaigns for distributors, successfully increasing visibility and driving higher participation in co-branded events.

Gold Level Media – Phoenix, AZ *Graphic Designer/Marketing Assistant* January 2015 – December 2016

- Developed visually appealing branded content, including logos, business cards, and digital ads, to support client acquisition and retention.
- Managed over five social media accounts, creating daily content and monitoring analytics to refine strategies and improve audience engagement.
- Designed and tested digital advertising campaigns across social media, achieving a 10% increase in click-through rates by optimizing creatives and targeting.
- Worked closely with nonprofit organizations to design landing pages, web banners, and promotional graphics that enhanced their fundraising initiatives.
- Collaborated with sales teams to produce marketing collateral tailored to client needs, strengthening the company's value proposition and client satisfaction.

EDUCATION

Bachelor of Interdisciplinary Studies in Technology Management
Northern Arizona University – Flagstaff, AZ

December 2016

Associate of Science in Applied Science Web & Graphic Design
South Mountain College – Phoenix, AZ

May 2014

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CERTIFICATION

UX Design Professional Certificate – Google

January 2023