

Jose Loza

www.joseloza.com

www.joseloza.com/design

201.290.6268

Experience

AVM Enterprises Inc. | Graphic Designer

Creating marketing pieces to help educate and guide customers by providing them visuals that will allow them to better select their brand specific products. Develop advertising strategies to help increase audience engagement/presence by creating & testing online campaigns while tracking analytics and respecting what each online platform has to offer.

- Online & print marketing pieces for multiple brands
- Concept and create forms to help sales team be more efficient
- Copy and product management for company website
- Collaborate & concept with other departments to adequately create material pieces according to customer behavior

Jose Loza Photography | Photographer

Empower everyday people by creating beautiful portraits to service their personal & professional needs. There's nothing more satisfying than seeing someone else see themselves in a different light; whether it is used for the business world or to create something special for their loved ones.

Working directly with clients to customized shoot according to their needs

- Fully guided photoshoots
- High-end Photo retouching
- Creating marketing campaigns to target specific age group or business need

JL Creations | Graphic Designer

Evaluating client needs and developing specific marketing pieces from story boarding stage to completion; each design is purposely created to engage the selected target audience.

- Online & Print Marketing
- Product photography
- High-end Photo retouching & Photo Manipulation

Valuteachers | Retirement Specialist Agent

This opportunity gave me the chance to sharpen & acquire many skills that were not as common before. Being able to connect with people in personal level helped me understand the importance of listening to the clients and the value of bringing an effective plan to service their needs.

- Product presentation & breakdown
- Analyzing client needs

Miller Industries, Inc. | Assistant Marketing Director

Miller gave me the opportunity to grow as a leader; this position didn't only give me the ability to openly create marketing pieces but to also assist the VP of Marketing with the decision making of some of the marketing strategies used.

- Online & print marketing (7 publications, calendars, price books, catalogs and much more)
Manage & coordinate design projects from concept through completion
- Event coordinating

CAS Hanwei | Marketing Assistant | Designer

CAS gave me the foundation of developing a marketing campaign from story boarding stage to completion. It expanded my resources to complete projects as I had to continuously think outside the box.

- Collaboratively designed company website
- Online & Print marketing materials (6 publications, 2 catalogs and much more)

Education

B.S. Character Animation & Graphic Design | 2002-2007 Southern Adventist University | Collegedale TN

Software

Adobe Suite | Microsoft Word | Microsoft Excel | Autodesk Maya | HTML

Publications

American Towman, Tow Times, Tow Canada, Foot Notes, LDM, Penton, NTEA, Knives Illustrated, Blade, Knife World, Gun World, Tactical Knives, Blackbelt