



## ABOUT ME

Born in Long Beach but raised in Louisiana, I've had the lucky opportunity to work in many environment with many creative people, especially those within in the New Orleans Area. I've tried to harness this knowledge and I hope it's evident in every piece of work I do. While doing freelance work, I've dealt with a variety of clients all over the US. As for me, I'm looking for a place that challenges me with creative endeavors. Thank you for your consideration.

## GET IN CONTACT

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LOCATION



2310 W. REDONDO BEACH BLVD  
TORRANCE, 90504

WILLING TO RELOCATE

## FREELANCE

PORTFOLIO AND DIGITAL RESUME COPY ON  
NEWTHEORYSTUDIO.COM

STUDIO AND CLIENT  
REFERENCES AVAILABLE  
UPON REQUEST

# ARMANDO ALEXANDER ALLEN

MARKETING & ADVERTISING / GRAPHIC DESIGNER / WEB DEVELOPER



## EDUCATION

**LOUISIANA TECH UNIVERSITY - COMPUTER SCIENCE/ MINOR IN MARKETING**  
2010-2014 RUSTON, LOUISIANA

**INTERNSHIP & EMPLOYMENT- CUPIO MEDIA**

2012-2015 - SHREVEPORT, LOUISIANA

**C.E. BYRD HIGH SCHOOL**

2006-2010 - SHREVEPORT, LOUISIANA



## SKILLS

ADOBE PHOTOSHOP



ADOBE DREAMWEAVER



ADOBE ILLUSTRATOR



HTML/CSS



ADOBE INDESIGN



MICROSOFT OFFICE SUITE



TEAM WORK & ATTITUDE



MEETING DEADLINES



## JOB EXPERIENCE

**LOUISIANA TECH UNIVERSITY: BULLDOG ACHIEVEMENT RESOURCE CENTER**

- Assisted in coordinating graphic design projects: including brochures, calendars, etc.
- Aided advisors with students, and helped maintain schedules.
- Designed advertisements and graphics for newspapers, websites, and other media.

**RUSTON, LA. | 2011-2012**

**CUPIO MEDIA: WEB AND GRAPHIC DESIGNER/CINEMATOGRAPHER & EDITOR**

- Created a wide variety of promotional materials for many clients.
- Presented advertisements in a variety of formats by combining web, graphic, video elements.
- Dealt with a wide variety of customers and clients, from city council members to artists.

**SHREVEPORT, LA. | 2012-LATE 2015**

**NEW THEORY STUDIO: FREELANCE PROMOTIONAL CONTENT & ADVERTISING**

- Currently manage clients from various states.
- Design and maintained consistent marketing materials involving websites graphics, and more.
- Provided clients with ongoing services with a strong a focus on customer service and satisfaction.

**TORRANCE, CA. | 2015 - CURRENT**

**J&R FLOORING ADVERTISING MANAGER: ADVERTISING AND CAMPAIGN PLANNER**

- Assisted in the remodeling of J&R Flooring's physical store, through signs and decals.
- Revitalized the store's brand through the creation of a new logo and web design.
- Facilitated the construction of a multi-level marketing plan for the 2016-2017 year.

**TORRANCE, CA. | 2016 - CURRENT**