

## PROFILE

Over 20 years combined experience in marketing graphic design: campaigns, web, brand and collateral development, event, online and print marketing design and strategy. Extensive knowledge in brand design, development, evolution and management.

## PROOF IN THE PUDDING

Recommendations can be viewed at [linkedin.com/in/mintyfresca](https://www.linkedin.com/in/mintyfresca)



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## EXPERIENCE

### TRILOGY VISUAL MEDIA Fremont, CA 08/2019 – Present

#### Marketing Events & Creative Strategy

- Virtual & live corporate events creative and marketing & experiential strategy.
- Branding, collateral, digital media and signage.
- Storyboarding & scriptwriting.

### DTEX SYSTEMS, INC. San Jose, CA 11/2018 – 08/2019

#### Marketing Events & Creative Services

- Manage and execute marketing events, tradeshows, internal events and summits.
- Develop company style and brand guidelines.
- Creative support and strategy for marketing and sales enablement.
- Sales enablement presentation design.
- Creative collaboration with product marketing and public relations teams.

### FIREEYE, INC. Milpitas, CA 06/2016 – 10/2018

#### Creative Director

- Brand development, management, maintenance and distribution.
- Managed graphics implementations of the Creative Services team.
- Creative support for all marketing teams including demand gen, digital, web, social media, comms/PR and events.
- Heavy graphics support and creative strategy development and execution for industry events.
- Creative collaboration among all internal departments including sales, product marketing and management, HR, finance and information systems teams.

### VERITAS TECHNOLOGIES LLC Mountain View, CA 03/2016 – 06/2016

#### Connected Experience Art Director

- Create, develop and implement design approach that speaks to customers and partners.
- Connect customers and partners to the brand, to one another and to opportunities for professional development.

### GOOD TECHNOLOGY by BlackBerry Sunnyvale, CA 07/2013 – 03/2016

#### Sr. Designer / Art Director

- Visual and design concepts for web team.
- Creative support for demand gen campaigns.
- Brand development and management.
- Product marketing team collaboration to develop reports, infographics and product use demonstration video.
- Social media and sales enablement video storyboarding and execution.

### MINTY O'CALLAGHAN DESIGNS San Jose, CA 04/2012 – 07/2013

#### Freelance Art Director

- Creative development for projects and campaigns for various marketing agencies and companies in the Silicon Valley.
- Marketing agencies: Crimson Consulting and CG Creative.
- Companies: Intel, Cisco, Google

### CATAPULTWORKS by R2i Campbell, CA 03/2000 – 04/2012

#### Art Director / Graphic Designer

- Collaborate with creative teams to develop demand generation campaigns for large B2B and B2C companies.
- Designed digital marketing campaigns.
- Creative development of targeted, printed direct marketing campaigns.
- Creative strategy, development and execution of large user conference events.
- Experience in digital and printed media.

## TECHNICAL SKILLS

- Executive-level Presentation Creative and Layout.
- Social Media and Demand Gen Campaign Strategy and Design
- Global Events Design and Experiential Marketing.
- Brand and Collateral Development.
- Infographics



## EDUCATION

DEANZA COLLEGE  
A.A. Liberal Arts

## KARMA

### VOLUNTEER / PRO BONO

Modoc Outdoor Recreation & Tourism  
2020-Present  
DESIGN & MARKETING CONSULTANT

Crossfit Almaden  
2015 – 2019  
DESIGN & DESIGN CONSULTANT

Big Brothers Big Sisters of the Bay Area  
2017 – 2018  
EVENTS GRAPHIC DESIGNER

Sky's The Limit Fund  
2011 – 2013  
DESIGNER & COMMUNITY PARTNER

ISABT.org Books to Ghana Program  
2010  
FUNDRAISING & LOGISTICS EVENTS VOLUNTEER