

Lawrence Lopez

Irvine, CA | (323) 684-6427 | larrylopez@theL3Studio.com | www.theL3Studio.com

Senior-Level Graphic Design & Marketing Management Professional Innovative Marketing Campaigns | Project Controllership | Solutions-Oriented

An innovative, top-performing Marketing major with a demonstrated affinity for graphic design and expertise in all facets of brand identity governance processes, marketing vehicles, project management, and developing and implementing effective campaigns within high-profile corporations and multiple industries. Skilled in collaborating with all members of the organization to achieve business and financial objectives. Adept in managing, multiple, concurrent projects from initial concept to delivery, working both unilaterally and in a collaborative setting within high-pressure, fast-paced environments. Instrumental in streamlining and improving processes, enhancing productivity, and implementing effective solutions to any contingencies. Technical proficiency in Adobe Creative Suite, InDesign, Illustrator and Photoshop, Microsoft Office, Sitecore, Campaign Logic, SharePoint, HTML and many web-based platforms.

- Cross-functional Leadership
- High-Level Marketing Proficiency
- Strategic Planning & Analysis
- UX/UI Development
- New Business Development
- Fresh Content Development
- Designing/Producing Templates
- Continuous Improvement Processes
- Performance/Workload Management
- Uniformity in Brand Initiative
- Project Lifecycle Management
- Tactful Communication
- Marketing Campaigns
- Staff/Team Mentorship
- Compliance Review Processes

PROFESSIONAL EXPERIENCE

HART'S HEALTH SERVICES, Riverside, CA

2020 – Present

Marketing / Field Representative

- Augment institution's client relations by consistently exuding accommodating, amicable and professional disposition in all interactions with clients when obtaining approval for their health benefits.

CBRE, Newport Beach, CA

2015 – 2020

Business Services / Marketing Specialist

- Fostered an environment of seamless communication and collaborative effort across multidisciplinary teams, evinced by coordinating with a multitude of departments to draft monthly financial reports and special announcements.
- Streamlined operations by providing substantive assistance to Operations Team leadership including amalgamating critical information for monthly announcement for internal events, as well as unilaterally developing and rolling out company intranet system using web-based marketing mechanisms and communications.
- Yielded increased revenue by over \$100K for FYE 2019 within role as Marketing Specialist for CBRE Cares by fortifying social media platforms and photography for philanthropic ventures.
- Revitalized branding and identity governance for clients in commercial real estate industry by innovating fresh marketing campaigns and strategies, applying design industry standards in digital, print and web design media, thereby strengthening uniformity in brand initiatives.
- Exhibit consummate leadership and management aptitude by overseeing development, formatting and implementation of proposals offering memoranda, brochures, flyers, direct mail campaigns, newsletters, invitation, banners even collateral and multimedia presentations.
- Mitigated liabilities and costs for multiple brokerage teams through the provision of vital administrative responsibilities and meticulous preparation of favorable legal contracts for property listings.

BOSCH HOME APPLIANCES, Irvine, CA

2012

Archiving Specialist

- Overhauled internal file management retrieval system through diligent archiving of photographic files and development for metadata for entire management system.

SMILECARE, Santa Ana, CA

2009 – 2010

IT Help

Lawrence Lopez

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- Maximized ROIs and ensured timely delivery of services by diligently managing contingencies related to phone and data, printers, among other hardware/software issues, troubleshooting same, and providing prompt, swift and effective resolutions.

ADDITIONAL PROFESSIONAL EXPERIENCES

Freelance Graphic Designer, The L3 Studio, Irvine, CA

Content/Database Administrator, Manhattan Beachwear, Cypress, CA

Graphic Designer – Marketing, Marinello Schools of Beauty, Whittier, CA

Direct-to-Garment Printer / Graphic Artist, E&R Unlimited, Los Angeles, CA

Graphic Artist, Europawatch, Los Angeles, CA

Graphic Artist, Insta Graphic Systems, Cerritos, CA

Graphic Artist, Steven Label, Santa Fe Springs, CA

Graphic Artist, California Lifestyles, Compton, CA

Graphic Artist – Marketing, The Bicycle Hotel & Casino, Bell Gardens, CA

Graphic Artist, Master Arts Engraving, Temple City, CA

Graphic Artist, Rene Graphics, South Gate, CA

EDUCATION

Associate of Science, Graphic Design, The Art Institute of California, Santa Ana, CA

Multimedia, DeVry Institute, Long Beach, CA

PROFESSIONAL CERTIFICATIONS

Certified, *Dreamweaver, Illustrator, QuarkXPress*, North Orange County ROP, Anaheim, CA

Certified, *Multimedia: PowerPoint, Illustrator, Photoshop*, United Education Institute, Los Angeles, CA

Certified, *Computer Graphics*, Platt College, Cerritos, CA

Certified, *Commercial Art*, East LA Occupational Center, Los Angeles, CA