

MARIAJOSE ECHEVERRIA

PARNTER & CREATIVE DIRECTOR

Experience

Yuit Communications | Anchorage, AK (2013 - Present)

Partner and Creative Director

- Responsible for creating designs and conceptualizing marketing and advertising campaigns.
- Developed award winning brands for The Rustic Goat Restaurant and Bering Straits' Safety Program.

MSI Communications | Anchorage, AK (2004 - 2013)

Senior Art Director

- Designed the Healthy Alaska Natives Foundation (HANF) logo, stationery and all marketing materials.
- Worked on political campaigns such as Lisa Murkowski's Write in Campaign and Ballot Measure 4.
- Developed marketing materials for Norton Sound Health Corporation, such as a website, invitations for a Nome hospital grand opening, marketing folder, brochures, hospital charts and posters.

WB39 Warner Brothers | Hollywood, FL (2000 - 2003)

Graphic Artist & Multimedia Designer

- Responsible for creating and conceptualizing all WB39 billboard campaigns in South Florida.
- Daily supervision and maintenance of newspaper print ads.
- Developed unconventional advertising solutions for the promotion of upcoming shows and branding of the station.

Sanchez & Levitan Advertising Agency | Miami, FL (2000)

Graphic Designer

- Designer in charge of newspaper ads and print campaigns for clients, like BellSouth, Capitol One and Chivas Regal.

Education and Training

Inbound Marketing Conference

Canada (2017)

Marketing conference and workshops.

How Design Conference

Boston, MA (2011)

Three-day conference with workshops and sessions on design, interactive and marketing.

Art Institute of Fort Lauderdale

Fort Lauderdale, FL (2000)

B.A. Graphic Design

Skills

Creative, determined and extremely organized.

Bilingual: English & Spanish.

Proficient in Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects, Acrobat and Microsoft Office.

Stellar communication, presentation, problem-solving and project-management skills. Inspires creativity and works well with different personality types — all while juggling various projects.

Remarkable at developing brand voice and maintaining brand integrity across all platforms.