

TIMOTHY CHAPARRO

Graphic Designer, Photographer, Artist

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June 2021 –
January 2022

Silicon Valley International School

Associate Director, Design & Creative Communications

- Official school photographer, videographer, and responsible for updating school's photo servers with updates after events
- Responsible for content creation via photo and photo editing, video and video editing, and design
- Main liaison between vendors to create, write, and design sponsored email newsletters, digital ads, and landing pages
- Managed external website, ensuring all information is accurate, reflecting the school's programs, and aligned with school's brand
- Responsible for strategic management of the school's social media platforms, creating content, posting, and monitoring the school's accounts on a daily basis
- Produced marketing collateral for academic and marketing events as needed and ensure appropriate distribution, use, and installation

July 2016 –
June 2021

Moreau Catholic High School

Communication Coordinator

- Managed external advertising company for school rebranding, launched digital and retargeting ads along with PPC, SEO, and SEM updates
- Directed creative agency as they built school's mobile app
- Taught work study class directing students interested in graphic design and photography on various projects
- Updated school's social media and website presence by activating analytics and building out editorial calendars for scheduled posts
- Redesigned internal marketing pieces and created new templates for programs, flyers, letterheads, and email newsletters
- In charge of all design, printing, and online marketing for school's departments
- Manage all photography needs for Marketing, Alumni Relations, Admissions, and some Student Activity events

August 2015 –
July 2016

HotChalk

Web Designer

- Worked closely with Social Media team to develop Facebook, Instagram, LinkedIn and Pinterest ads to generate new leads
- Brainstormed and developed organic content to build and maintain multiple client's social presence
- Designed and coded responsive email newsletters and landing pages for various campaigns
- Created and adjusted online banners for paid search
- Regularly updated program brochures to uphold University's branding as viable recruitment tool

May 2011 –
August 2015

Benson Marketing Group

Production Coordinator

- In charge of all design work including overseeing freelance writers, copyeditors, printers, photographers, other marketing specialists
- Planned all site updates and marketing collateral through execution
- Estimated time requirements and cost to provide accurate quotes
- Developed creative briefs by gathering information through research
- Thought creatively to produce new ideas and concepts
- Managed projects in a fast-paced, deadline-driven environment
- Assisted Art Director with creative/conceptual ideas

Technical Proficiency

Adobe Creative Suite:
Acrobat, Dreamweaver, Final Cut, Flash, Illustrator, ImageReady, InDesign, Photoshop

Web Management:
Asana, Basecamp, Constant Contact, Drupal, Evernote, Finalsight, iContact, Mailchimp, Vertical Response, Wordpress

Languages:
Actionscript, CSS, HTML, JQuery, JavaScript, PHP, XML

Photography:
Traditional and Digital

Microsoft Office:
Excel, Outlook, PowerPoint, Word

Education

San José State University,
San José, CA — May 2008
B.A. Design Studies with an emphasis in Graphic Design and a Minor in Photography

San Joaquin Delta College,
Stockton, CA — May 2005
A.A. Liberal Arts