

# MIGUEL GOMEZ

## MARKETING DESIGNER / DIGITAL DESIGNER

mgwork@gmail.com | 559-598-6654 | www.vastvisuals.net

### SUMMARY

---

Marketing designer with 5 years of experience creating campaigns across web, social media, email, and print. Skilled in website management, content development, SEO support, vendor coordination, and using audience insights to create clear, consistent marketing materials.

### PROFESSIONAL EXPERIENCE

---

#### Marketing Analyst/Graphic Designer, Franklin Loan Center

July 2022 - May 2026

- Created campaigns across web, social media, email, and print for company programs, regional markets, branches, and sales teams.
- Managed website updates, landing pages, loan officer profiles, calculators, and marketing resources using WordPress and Elementor.
- Used audience, market, and campaign information to guide messaging and creative decisions for product promotions and educational content.
- Coordinated vendors, print orders, compliance edits, proofs, and deadlines to keep marketing projects accurate and on schedule.

#### Creative Designer, Pridestaff

June 2021 - July 2022

- Created recruiting, sales, social media, presentation, and campaign materials while following established brand standards.
- Updated website content and supported SEO improvements through content edits and digital marketing work.

#### Online Product Specialist, Lithia Hyundai & Nissan of Fresno

June 2020 – August 2021

- Photographed and managed online inventory for more than 270 vehicles each month, reducing photo-to-site turnaround from two days to same-day upload.
- Reviewed listings and sales data to improve online presentation and support digital sales.

### SKILLS

---

Campaign development, content creation, social media, email marketing, WordPress, Elementor, landing pages, website management, SEO, Google Analytics, audience research, vendor coordination, AI-assisted content and research, Adobe Illustrator, Photoshop, InDesign, print production, basic HTML/CSS

### EDUCATION

---

#### B.S. in Business Marketing

2022

California State University, Fresno

### ADDITIONAL INFORMATION

---

- **Languages:** English, Spanish (fluent)
- **Certifications:** Google Analytics Certification, Google Skillshop; Social Media Marketing Certification, HubSpot Academy