

# creekstar allan

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<https://www.creekstarallan.com/>

**Education** **California Polytechnic State University, San Luis Obispo**  
**Bachelor of Science** | Graphic Communication, Web and Digital Media  
**Minor** | Integrated Marketing Communications  
**Honors** | Cal Poly College of Liberal Arts Honors  
**Expected Graduation** | June 2020

**Work Experience** **The Design Guild**  
*Remote | May 2022– Present*  
**Member – Graphic Designer**

- Contract-based graphic design and branding work.

**Creekstar Creative/ Self-Employed**  
*Remote | August 2020– Present*  
**Brand Designer and Social Media Manager**

- Provide clients with branding identities.
- Run social accounts for various companies.
- Perform research on current benchmark trends and audience preferences.
- Design and implement social media strategy to align with business goals.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)

**Honest Help**  
*Castle rock, Colorado | April 2020– January 2021*  
**Chief Creative Officer at CPG Sherpa**

- Designed and created brand identities for various clients including logos and website design.
- Managed Amazon detail page optimization, website design and other product launch tasks.
- Curated packaging design that represented a lasting, forward-thinking take on the client's brand identity.
- Facilitated ambassador and influencer marketing projects.

**University Graphic Systems**  
*San Luis Obispo, California | April 2019 – June 2020*  
**Marketing Manager**

- Worked on team winning the title of Best Commercial Printer in San Luis Obispo County, 2019
- Make critical creative decisions, create impositions, and oversee production for commercial printing and digital imaging projects
- Work on prepress and production on Xerox, Konica Minolta, and Heidelberg presses
- Create job estimates using Excel, and communicate quotes and specifications with clients
- Facilitate company re-brand to create a new distinct identity for University Graphic Systems.
- Curate monthly promotions to boost brand awareness.
- Design graphics and collateral for customers and the company.
- Mentor interns each quarter and assist them in completing a company improvement project.

**PolySat**  
*San Luis Obispo, California | November 2018 – June 2019*  
**Student Marketing Event Coordinator**

- Developed, designed, and coordinated all gifts, signage and event collateral to be handed out and displayed for guests at the International CubeSat Developers Workshop 2019.
- Created brand-consistent content for the website and other media and print outlets.

**Relevant Courses**

◦ Digital File Prep and Workflow	◦ Managing Quality in Graphic Communication	◦ Estimating for Print and Digital Media
◦ Digital Photography and Color Management	◦ Digital Publishing Systems	◦ Advanced Digital Typography

**Technical Skills**

◦ Adobe Illustrator	◦ Social Media Marketing	◦ Microsoft Excel
◦ Adobe InDesign	◦ Brand Design	◦ Microsoft Word
◦ Adobe Photoshop	◦ Client Outreach	◦ Microsoft PowerPoint

