

MONICA FLOYD

CONTACT

(760) 608-0322
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PROFESSIONAL SKILLS

Website/Media Design
Photography
Photoshop
Lightroom
Microsoft: Excel, Word, Powerpoint
Customer Service
Communication
Leadership
Sales
Marketing Strategy
Strong Design Skill
Creative Writing

PERSONAL SKILLS

Creative Spirit
Reliable
Professional
Organized
Time Management
Team Player
Fast Learner
Motivated
Multitasker
Logical
Flexible
Personable
Innovative
Open-Minded

REFERENCES

AVAILABLE UPON REQUEST

I am thrilled to be submitting my application for the position of Copy & Multimedia Designer at Sierra Nevada Brewing Co. Growing up in Ridgecrest, California, I was fortunate to have the Eastern Sierras as my backyard, instilling a deep appreciation for nature and the environment. As a humble yet passionate individual, I am a strong advocate for diversity and believe in fostering an inclusive and inspiring workspace. I pursued a degree in Media Arts and Design to further my career in the realms of artistic expression and brand identity. Over the past six years, I have worked extensively in Media Design and Marketing, with a focus on finding a brand that aligns with my values and where I can grow professionally. While it's challenging to encapsulate oneself within the confines of a cover letter, my technical skills and experience are outlined below. I would be honored to be given the opportunity to be considered for this role.

EDUCATION

CALIFORNIA STATE UNIVERSITY CHICO

BA in Communication Design: Media Arts Criticism
Graduated May 2021



WORK EXPERIENCE

ASSET LIVING - POST ON NORD CHICO, CA JANUARY 2021 - CURRENT *Student Housing - Leasing Manager/Marketing Coordinator*

- Strategic Leasing Management
 - Deal with resident complaints, concerns, and requests to ensure resident satisfaction
 - Develop and implement resident retention programs (i.e., resident functions, special promotions, monthly newsletter, etc.)
- Marketing Management
 - Assist in developing the annual marketing plan and marketing budget
 - Implement all marketing efforts and outreach, developing campaigns and assisting with design to generate traffic
 - Used design programs (i.e., Photoshop, Adobe Illustrator, Canva) for multimedia design in regards to new and reoccurring campaigns
 - Designed original branded promotional materials (flyers, stickers, clothing)
 - Utilize established sales and marketing strategies to increase property traffic, maintain closing ratios and achieve budgeted occupancy
- Personnel Management

MOM365 INC. - ENLOE MEDICAL CENTER CHICO, CA NOVEMBER 2020 - DECEMBER 2021 *Photography and Sales*

- Photographed newborns at bedside
- Equipped with DSLR camera and external lighting attachments
- Photographed infant up to 24 different poses along with family and props
- Edited and developed photo slideshow
- Created quick pitch sales presentation for clients
- Designed promotional bundles to fit clients interests/needs
- Handled all financial transactions (debit/credit, cash, money order)

COMMUNITY ACTION VOLUNTEERS IN EDUCATION (CAVE) CSU CHICO JAN 2020 - JUNE 2020 *PR/Marketing Intern*

- Supporting the PR manager in implementing the CAVE PR strategy.
- Creating engaging content for media releases, social media platforms, and newsletters.
- Updating and maintaining CAVE social media pages.
- Providing assistance to the PR manager with the scheduling and organizing of events.
- Giving input on marketing initiatives and suggesting creative ways to improve the company's public image.

DESERT EMPIRE FAIRGROUNDS & RV PARK JUNE 2017 - OCTOBER 2019 *Executive Assistant / Website Manager*

- Managed website and social media pages
- Assisted with booking accounts and financials
- Created and updated contracts for clients, current and interim
- Executed daily clerical duties