

Marisol Acevedo

Graphic Designer

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Professional summary

Graphic Designer with over two decades of experience, adept in designing and producing digital and print marketing materials from initial concept to final deliverable. Skilled in Adobe Photoshop, Illustrator, and InDesign, with a strong ability to ensure brand consistency and enhance customer engagement through innovative visual strategies. Demonstrates proficiency in managing multiple projects simultaneously, maintaining tight deadlines and budgets to deliver high-quality results.

Employment history

Potawatomi Casino | Hotel | Graphic Designer | Milwaukee, WI

Oct 2021 - Present

- Design and execute brand campaigns, achieving measurable results in print and digital media.
- Collaborate on projects including websites, social media, and TV commercials, enhancing brand visibility.
- Manage deadlines and budgets effectively, ensuring high-quality deliverables within constraints.
- Create promotional products and signage, contributing to cohesive brand identity and customer engagement.
- Streamlined creative processes, enhancing project turnaround by 30%.
- Ensured brand consistency across all digital platforms, boosting recognition.

Southside Organizing Center | Communications & Digital Manager | Milwaukee, WI

Feb 2020 - Oct 2021

In charge of overseeing all internal and external communications for the organization, ensuring its message is consistent and engaging. Main duties include preparing detailed media reports, press releases, and marketing materials.

Responsibilities included:

- Plan and manage the design, content, and production of all digital and marketing materials.
- Work with different departments to generate ideas and strategies.
- Edit and update website, and social media platforms.
- Provide technology support and troubleshooting issues.
- Handle online live streaming production to Facebook and YouTube channels.

Ascension Wisconsin | Senior Graphic Designer | Milwaukee, WI

Sep 2003 - Sep 2019

Marketing materials and various media for healthcare system:

- Created and printed presentations, brand identity, invitations, certificates, brochures, posters, signs, banners, forms, stationary, and internet deliverables
- Communicated with clients in and outside the organization
- Coordinated workload and projects to meet specific criteria and deadlines

Education

Graphic Design | University of Wisconsin, Milwaukee | Milwaukee, WI
Associate Degree of Print Media | Waukesha County Technical College | Pewaukee, WI
Associate Degree of Graphic Design | Waukesha County Technical College | Pewaukee, WI

Skills

Pre-press	Post-press
Photography	Photo editing
Website design	Website editing
Video production	Video editing
Typography	Adobe Illustrator
Adobe InDesign	Adobe Photoshop

Additional information

ORGANIZATIONS | National Latino Law Enforcement Organization (NLLEO)
Milwaukee, WI
2014 – Present
Marketing and volunteer duties

ORGANIZATIONS | Shielded Hearts
Milwaukee, WI
2012 – Present
Graphics and marketing team and community service

Languages

Spanish *(Experienced)*

Links

[Portfolio](#)