



# Alex Edward Vazquez

alexedward.me  
linkedin.com/in/alexe vazquez

alexedwardv@gmail.com  
(415)645-3273  
Oakland, CA

## Work Experience

### Freelance/Self-Employed - Design, Illustration, Apparel Production

February 1, 2013 - Present

Provide consumer and business clients with services in graphic design, screen printing, embroidery, illustration, photography, e-commerce, web design, and marketing. This includes more nuanced areas like social media graphics, apparel design, email marketing copy and assets, logos, and branding.

#### Highlights

- Managed an independent brand that sold 500+ orders, including international customers
- Created graphics and merchandise for brands with global customer base
- Handled several client projects front-to-back, from concept to development and launch.

### The Midway - Marketing Coordinator, Merchandise Manager - San Francisco, CA

October 5, 2021 - February 15, 2025

Managed all paid marketing channels (Meta, Google, more), \$20,000 average monthly budget, 120+ yearly events. Trained and managed staff for contracts and merchandise. Planned and executed marketing plans for multiple venues. Developed and launched brand websites, refined pixel & data tracking, increased lead generation, designed and edited video and graphics for globally-recognized artists.

#### Milestones & Achievements

- Moved from booking assistant to managing all paid marketing channels in 6 months
- Developed and launched artist merchandise program
- Oversaw venue merchandise from concept to launch
- Expanded ad presence to include Google, TikTok, more
- Accurately tracked \$750k+ in sales from annual event through refined data collection, 15k attendees

## Skills

### Technical

- Graphic Design
- Photo Editing
- Photography
- Illustration
- Screen Printing
- Apparel Graphics
- Digital Ad Buying
- E-Commerce/Shopify
- WordPress
- Email Marketing
- Audio Production
- Video Editing
- Embroidery
- Copywriting
- Front-End Web
- HTML, CSS
- Motion Graphics
- 3D Graphics
- Print Layout
- Digitizing

### Software

- Photoshop
- Illustrator
- Lightroom
- Premiere Pro
- Dreamweaver
- InDesign
- After Effects
- Ableton
- Blender
- Microsoft Word
- Figma

### Soft

- Timely Communication
- Time Management
- Task Prioritization
- Customer Service
- Work Ownership
- Self-Starter
- Conflict Resolution
- Management
- Team Player

### Language

- English (Native/Fluent)
- Spanish (2 years, basic)
- Japanese (1 year, beginner)

## Education

Associate of Arts, Graphic Design; Certificate of Achievement, Japanese  
City College of San Francisco

Expected Summer 2027  
San Francisco, CA