

# DiegoTaborda

web design | interactive communications



[www.diego-t.com](http://www.diego-t.com)

[diegotaborda@diego-t.com](mailto:diegotaborda@diego-t.com)

c: 415-375-2652

## SKILLS

Photoshop  
Dreamweaver  
Illustrator  
InDesign  
Flash  
AfterEffects  
Mac and PC  
HTML  
CSS  
JavaScript  
Bilingual:  
English/Spanish

## SPECIALITIES

On-line Marketing  
Social Media

## EMPLOYMENT

**Web Site / Online Marketing Manager at Antoine Proulx** 3/2003 - present

Oversee interactive strategy and information technology for high end furniture showroom. Develop marketing strategies based on the company's on-line brand presence by directing all on-line advertising, and social networking to enhance customer involvement. Train sales team with on-line support technology.

**Owner/Designer at Zuzugraphics** 2/2003 - present

Design total corporate identity systems for a variety of businesses including: a film production company, an architecture and interior design firm, retail stores, and performance groups. Produce direct marketing graphics for local and national organizations. Specialize in Adobe Photoshop manipulations & multimedia based presentations. Select client list: Pierre Deux, Amsterdam Art, Gimme Shoes, Blue Relief (Diane Keaton's production company), Tarc, 3Si net, Afin Colombia, Rojas Herazo and Lite Box Lighting Design.

**Online Media Manager at French Ceiling** 4/2003 - 3/2010

Redesigned, managed and marketed website for an international vinyl stretched ceiling systems company. Expanded potential customer database of design professionals three-fold by conducting region specific internet research & studying relevant industry journals. Initiated direct mail and e-mail campaigns utilizing collateral material. Controlled all technical aspects of the digital graphics programs and printing of all marketing materials.

**National Sales Manager at Antoine Proulx** 10/2001 - 1/2003

Oversaw the performance of 9 multi-line showrooms of high-end, contemporary furniture, to-the-design-trade, located in key urban US markets. Developed marketing plans that ensured "Brand Identity Growth" as well as "Market Share Increase." Fulfilled catalogue requests from nationwide showrooms and web site response.

## EDUCATION

The Art Institute of California-San Francisco  
Diploma, Web Design & Interactive Communications

The University of Kansas - Lawrence  
BA, Theater Arts (minor in Graphic Design)