

professional experience

[panalpina, inc. | dallas. tx | march 2009 – may 2010](#)

operations: project manager

- **process engineering and system efficiencies development:** reviewed and scrutinized internal process flow for key accounts to correct issues, improve data integrity and cut costs by saving time. **[!]** example: presented key findings regarding current data entry processes for a single key account that reduced process time by 6 hours through EDI stream adjustments, proper utilization of system capabilities and better understanding of customer needs.
- **key account management:** developed and maintained client relationships by seeking out specific needs before ultimately working together with managers, third party vendors and the customers to secure continuing business.
- **systems and reporting visual enhancement:** assisted with user interface design enhancement within MS Excel, PowerPoint and other systems.
- **international trade:** experienced handling operations and customer service from origin to destination for ocean import cargo for ~30 accounts.

[gulf winds international | houston. tx | may 2006 – march 2009](#)

business development: marketing media and systems administration specialist

- **special projects and presentations:** conceptualized, designed and printed client-specific booklets for several fortune 500 companies which aided in successfully closing new business.
- **advertising graphics:** produced custom brochures, informational pamphlets, billboard designs and e-mail banners to increase brand awareness.
- **systems administration:** salesforce.com setup, internal integration, development, staff training and assistance for eight users which aided in company-wide visualization of sales team strategies, lead-generation, marketing campaign effectiveness and sales team accomplishments.
- **database management:** developed and captured all internal metrics for sales leads, existing and new accounts, closed sales and provided comprehensive data integrity monitoring and maintenance.
- **domestic trade:** experienced handling operations, sales and customer service for domestic supply chain management needs including warehousing and inventory services, port/rail to door transportation services and 3rd party logistics.

[independent | houston. tx – dallas. tx | summer 2003 – present](#)

photographer and graphic designer

- **entrepreneurship:** created a personally branded business from scratch based on self-learned skills including principles of photography, graphic design, visual media direction and networking. **[!]** successfully turned business to be profitable within 1 year with no help from outside subsidization.
- **advertising and marketing:** constructed web sites, logos, business cards and visual media for each client based on specific needs and company visions. **[!]** one such campaign included a complete brand image overhaul including a new logo, website and all new photography which ultimately led to widespread local social scene and media recognition within the houston fashion sector.
- **client relations:** established strong personal relationships with clients by producing effective marketing campaigns and re-branding strategies to boost each individual's local and online market presence.

technical proficiency

- **applications:** Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe InDesign CS5, Adobe Dreamweaver CS5, Adobe Bridge CS5, Adobe Lightroom 2.5, Adobe Acrobat 9, Microsoft Word 2007, Microsoft Excel 2007, Microsoft PowerPoint 2007, Microsoft Windows XP/Vista/7. Google Chrome, Mozilla Firefox, Microsoft Internet Explorer, Xtivity, Various Social Networking Platforms

creative proficiency

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|----------------------------|----------------------------|-------------------------|
| • creative problem solving | • idea generation | • SEO optimization |
| • marketing and branding | • logo and identity design | • online trend research |
| • advertisement design | • professional photography | • page layout |
| • web design | • photo retouching | |

education

[texas state university | san marcos. tx](#)

bachelor of business administration in marketing

portfolio

- [hire.vannpiazza.com](#)



2010