



Colleen Zamorano

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Marketing Collateral

Global Response

Project Scope

Streamline branding elements and create client-facing ads, sell sheets, infographics and brochures that capture Global Response's ability to understand their client's needs while providing outstanding customer service practices. Projects extended into hiring collateral to bring in top talent while providing essential benefits and showcasing a great place to work.



Global Response's strategy and vision are centered around your Brand. For over 45 years, our clients have depended on our experience, flexibility and brand passion to achieve the highest standard of customer experience.

FAST FACTS

45 Years
Founded
1974

3800 Associates
9 Locations
25 Languages

PCI Level 1, SOC2, HIPAA and FERPA Compliant

8

Years Client Average Tenure

28

Months Brand Specialist Average Tenure

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Lets have a Video Chat!

Locations

● 4 Global Response Locations ● 5 Partner Locations

Headquarters

Margate, FL

- Three Locations
- 38,000 sq. ft. Each
- Over 2000 Work Stations
- 9 Training Rooms

Seasonal Increase

75% of our clients ramp up their teams by an average of 50% throughout the year. We hire over 1,000 Brand Specialists from November – January each year.

Attrition Rate

6.87%

Call Abandonment Rate - 2.69%

Industries

Spotlight: Remote Agents:

Global Response has the capability to operate fully remote customer care and sales teams. Our technology infrastructure enables cloud-based Brand Specialists to deliver the highest level of customer experience with maximum flexibility. In response to COVID-19, Global Response has successfully transitioned hundreds of Brand Specialists from our experience center campus to an at-home model with no service interruptions.

Conversion Case Study Snapshots:

Client A - Increased close rate to 32%, compared to 12% with competitor.

Client B - Implemented "offer to compete" proactively reducing cart abandonment. This program has a 19% close rate.

Client C - Through revised sales training, updated incentive programs and revised QA scorecard. Saw AOV increase 5% YOY, and increased 9% alone in Q4 2019 as compared to 2018 AOV.

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Your Brand. Our Passion.



Marketing Collateral

Johnson Controls

Project Scope

This is one of many collateral pieces created for Johnson Controls working closely with the Vertical Marketing Lead to produce an engaging client-facing brochure while fully implementing Johnson Controls' branding.



Your Johnson Controls Team at a Glance: University of Penn/Penn Medicine

For more information about Johnson Controls Security Solutions Advanced Services please contact:

888.446.7781

Johnson Controls Advanced Services
2450 Boulevard of the Generals
Norristown, PA 19403

www.tycois.com

Since our merger in September 2016, we've been working hard to bring together the best of Johnson Controls and Tyco. We still offer you decades of leadership in fire, security and proven expertise in delivering customized solutions to meet your needs and challenges. Our priority is and always will be to help you win everywhere, every day.

ABOUT JOHNSON CONTROLS BUILDING TECHNOLOGIES & SOLUTIONS

Johnson Controls Building Technologies & Solutions is making the world safer, smarter and more sustainable – one building at a time. Our technology portfolio integrates every aspect of a building – whether security systems, energy management, fire protection or HVACR – to ensure that we exceed customer expectations at all times. We operate in more than 150 countries through our unmatched network of branches and distribution channels, helping building owners, operators, engineers and contractors enhance the full lifecycle of any facility. Our arsenal of brands includes some of the most trusted names in the industry, such as Tyco®, YORK®, Metasys®, Ruskin®, Titus®, Frick®, PENN®, Sabroe®, Simplex® and Grinnell®. For more information, visit www.johnsoncontrols.com or follow @JCI_Buildings on Twitter.

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www.johnsoncontrols.com

Johnson Controls Security Solutions Advanced Services



JOHNSON CONTROLS

COMPRISED OF **117,000** EMPLOYEES WORLDWIDE
with **4+ Million** customers globally &
130+ YEARS OF INNOVATION

ADVANCED SERVICES

6 REGIONAL OFFICES serving **5,500** customers
7,200 service calls per year

SERVES 2 OF THE TOP 5 safest college campuses*
Norristown Headquarters
100+ EMPLOYEES

PENN TEAM

DEDICATION OF 9 EMPLOYEES whose sole responsibility is to support Penn and Penn Medicine
OVER **3,000** cameras and **3,500** card readers

ON CAMPUS PRESENCE FOR 20 YEARS
*according to College Safety Magazine



Who We Are



Advanced Services helps companies with a need to **deploy complex, enterprise-wide, security solutions.**

By seamlessly integrating electronic security solutions into existing IT infrastructures, we help enterprises become safer, more secure and more sustainable.

Jay Strohl, Area Security Leader
"Staying on top of rapidly changing security technologies and reminding ourselves of the importance of quality replicable processes is critically important. However, retaining and growing the best people in the industry is our strongest asset."
- Jay Strohl, Area Security Leader

- We work with **DPS and Penn Medicine** in a wide range of innovative security solutions.
- We design **customized, integrated solutions** to help individual customers overcome their unique security challenges.
- The **customer experience is our first priority.** Every single one of our employees takes ownership of the customer relationship and is responsible for excellent service and customer success.



"While we are a technology-driven organization, by far the most important asset is our people."
- Shane Meenan, Director

How Our People Set Us Apart

Advanced Services has the knowledge and expertise to design enterprise security solutions that help protect your bottom line while you grow the top line.

- We're innovative, dynamic and flexible.** This allows us to constantly adapt and address customer needs with the latest technology advances.
- We collaborate and strategize frequently.** Helping a customer is not a one-person job. We collaborate across teams to leverage the full spectrum of our combined expertise and enable comprehensive, seamless client service.
- We take service standards seriously.** Our staff receives on the job training to ensure we're well-rounded advisors to our clients.
- Our team is readily available.** Our team of dedicated employees maintain an on-site office to facilitate quick response.



Aaron Bunting, Program Manager
Aaron has spent his entire tenure with the company supporting Penn and Penn Medicine in all facets of the business. His current responsibilities include direct oversight of Sales, Operations, and Service.



Nick Dancer, Account Manager
Nick is the Senior Lead on the sales side of the account. He primarily focuses on Penn Medicine while supporting the education side of the business.



Wayne Pullen, Sales
Wayne started his career with the company in a commercial development program focusing on Marketing, and Sales Ops. Wayne moved into the sales rotation and was quickly picked to be a part of the sales team at Penn.



Lee Yacovett, Project Manager
After 35 years of managerial experience, Lee was selected to manage all projects related to Penn and Penn Medicine. His communication skills keep customers well informed of all project statuses.



Scott Davis, Service Technician
Scott is a daily fixture on campus working directly with the Division of Public Safety and the Clients of the University servicing their security needs. He holds multiple certifications on some of the most complex systems in the industry.



Frank Stiefel, Level 5 Lead Technician
Frank has been an integral part of the operations team. He is the lead technical resource for the existing infrastructure, new product design, and implementation. His experience on campus makes him the "go to" guy for all complex solutions.

Why We're a Trusted Partner

The combination of our professionalism, commitment to transparency and 24-hour availability provides our clients with a trusted and mutual partnership that goes far beyond typical vendor services.

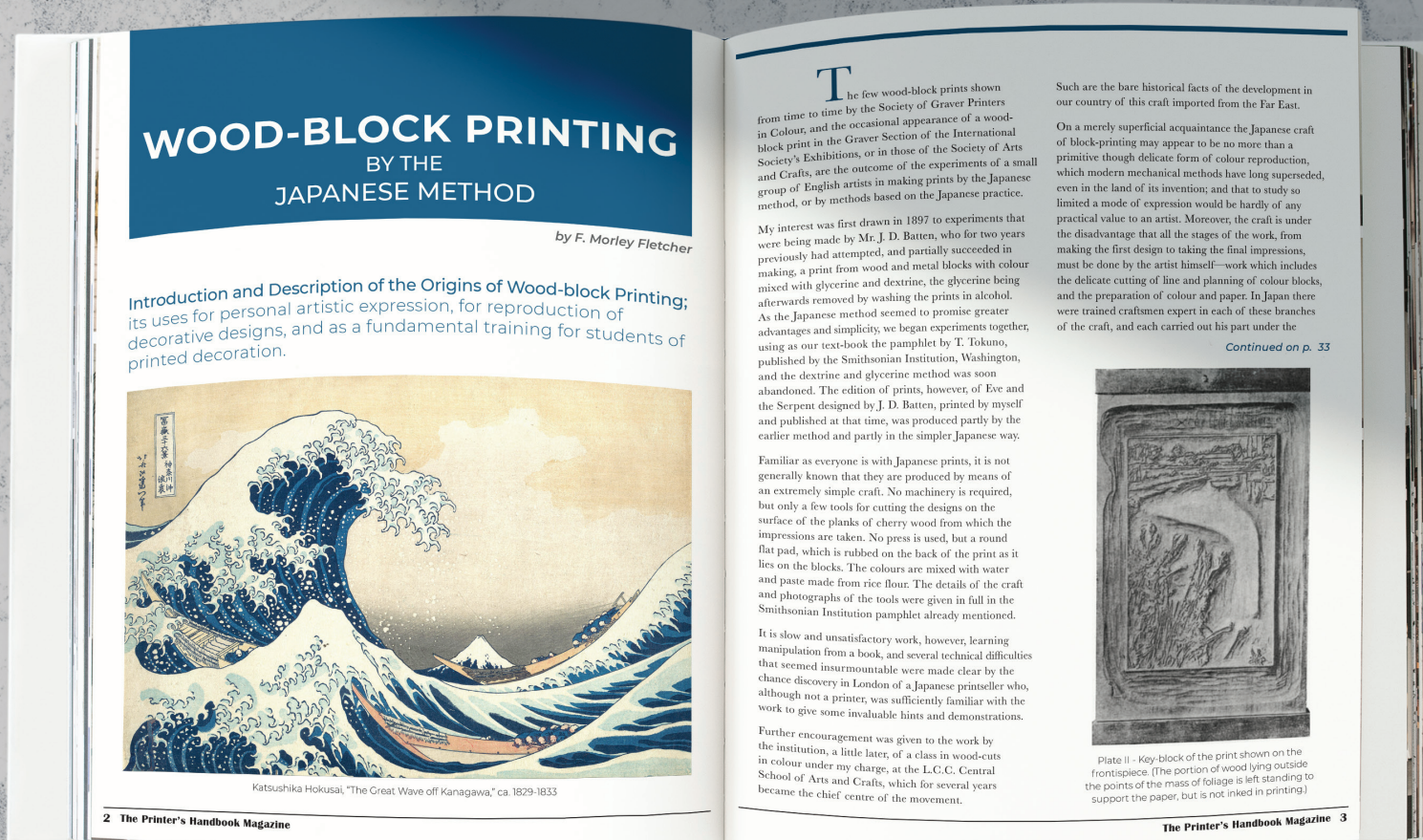
- We listen to your challenges and needs.** We invite key stakeholders, both technical and functional leaders, to present their perspectives, limitations and concerns during initial meetings and throughout the relationship.
- When you need us we're here.** We're ingrained in our customers' businesses and engaged in the relationship, on call 24-hours a day, seven days a week, 365 days a year to solve challenges.
- We don't like surprises, either.** The lines of communication are kept open with customers, sharing honest feedback, expectations, a timeline and next steps as soon and as often as possible.
- Our employees are top-notch professionals.** Our staff conducts themselves with the utmost dignity, discretion and professionalism, whether our customers are dealing with a crisis, need a project completed on an accelerated timeline or within a limited budget.

Marketing Collateral

Woodblock Printing Article

Project Scope

Typography project to create two magazine spreads for a wood-block printing article. I sampled colors from the images to use for the headlines and design elements. Each article uses different fonts and layouts both of which work well with the article content and are pleasing to the audience and highly legible.

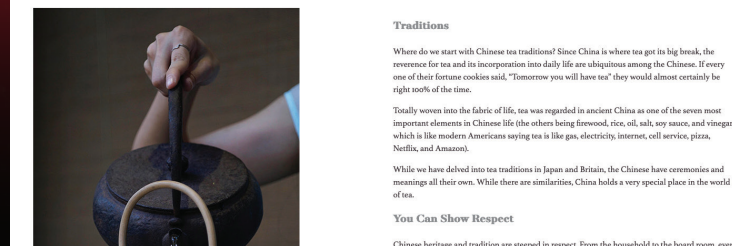
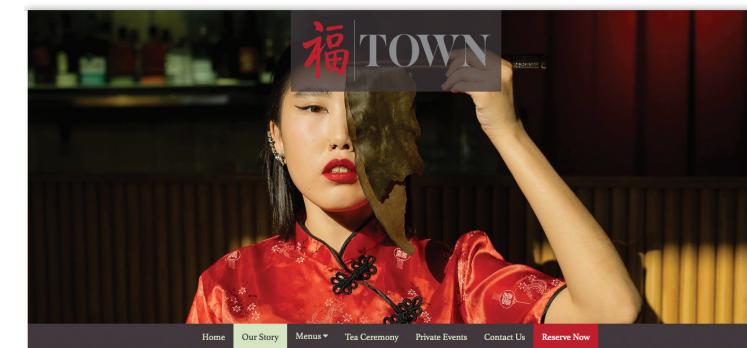
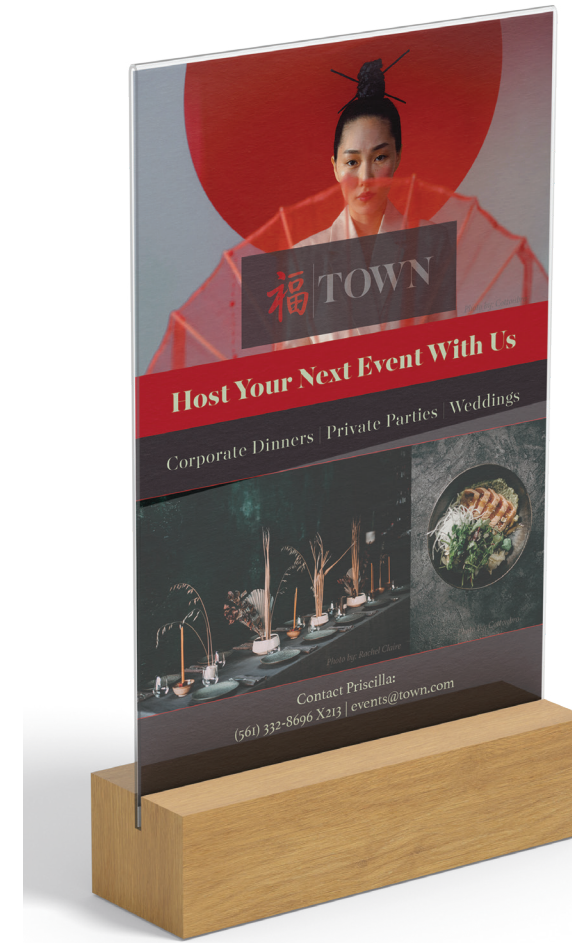


Restaurant Branding

TOWN

Project Scope

TOWN is an up-and-coming high-end authentic Chinese restaurant looking for a new menu, brochure, table tent, and website. Using the client's brand guidelines I designed the new pieces in a way to show off their unique, premium services while maintaining their authenticity.



Restaurant Branding

Mancora Ceviche Bar

Project Scope

Mancora has opened a new location and needed advertising and promotional materials made. They also wanted new T-shirts which were updated from the old design and created for both of their locations. New dine-in and take-out menus were also created along with a Happy Hour table tent.



Experience. Savor. Enjoy.

Now Open
234 Almond Ave., Ft. Lauderdale
(954) 769-1638 • mancoracevichebar.com

[mancoracevichebarfortlauderdale](https://www.facebook.com/mancoracevichebarfortlauderdale)
[mancora_ceviche](https://www.instagram.com/mancora_ceviche)
[yelp mancora ceviche](https://www.yelp.com/mancora-ceviche)



CEVICHE

Classics
Pescado (Fish) 12.99 | Mixto 15.99
Pescado (Fish) & Camaron (Shrimp) 19.99
Maticos (Seafood) 18.99
Camaron (Shrimp) 21.99

Classic Ceviche - Marinated in fresh lime juice and aji limo chili pepper and served with Peruvian corn and sweet potato.
Aji Amarillo - Marinated in fresh lime juice and Peruvian yellow chili pepper sauce and served with Peruvian corn and sweet potato.
Huacatay - Marinated in fresh lime juice and creamy black mint sauce and served with Peruvian corn and sweet potato.
Rocoto - Marinated in fresh lime juice and Peruvian red chili pepper sauce and served with Peruvian corn and sweet potato.
Ceviche Sampler - Choice of three classic ceviches
Pescado (Fish) 14.99 | Mixto 19.99
Fried Seafood Ceviche - Classic ceviche and deep fried seafood mixture served with Peruvian corn and sliced sweet potato.
Pescado (Fish) 18.99 | Mixto 21.99

Fusion
Pescado (Fish) 14.99 | Mixto 18.99
Pescado (Fish) & Camaron (Shrimp) 19.99
Maticos (Seafood) 20.99
Camaron (Shrimp) 22.99

Chigüello - Marinated in fresh lime juice and a creamy chipotle sauce.
Al Olivo - Marinated in fresh lime juice and a creamy olive sauce.
Pisco Infused | 21.99 - White fish, shrimp and octopus marinated in fresh lime juice, creamy rocoto sauce and served with a shot of Pisco.
Vuelvo A La Vida | 18.99 - Seafood mixture finely diced and marinated in fresh lime juice.
Conchas Negras | 19.99 - Black clams marinated in fresh lime juice and aji limo chili pepper, diced onions and spices.
Conchas Negras Mixto | 22.99 - Black clams and seafood marinated in fresh lime juice and aji limo chili pepper, diced onions and spices.
LECHE DE TIGRE
Diced white fish marinated in fresh lime juice, spices and peppers.
Pescado (Fish) | 10
Mixto | 12
Camaron (Shrimp) | 14
Conchas Negras (Black Clams) | 15

TIRADITOS
Sliced fresh white fish (seafood style) marinated in fresh lime juice topped with sauce of your choice.
Classic: Aji Amarillo, Al Olivo, Huacatay, Rocoto | 14.99
Bicolor (choice of two) | 16
Tricolor (choice of three) | 18

CAUSAS
Peruvian style marinated potato seasoned with lime juice, aji amarillo and layered with your choice of the following filling:
Atun (Tuna) | 11.99
Camaron (Shrimp) | 14.99
Causa (Shrimp) | 14.99
Pulpo (Octopus) | 14.99
Chicken | 17.99
Pollo (Chicken) | 11.99
Causa Sampler (Atun, Camaron, Pollo and Salmon) | 22

SOUPS & SALADS
Ensalada (House Salad) | 7 - Romaine lettuce and mixed vegetables with aji and vinegar dressing.
Aguadito de Seafood | 17.99 - Hearty seafood soup with cilantro, corn, peas, potatoes and rice.
Parihuela | 17.99 - Peruvian style bouillabaisse loaded with mixed seafood, seasoned with paprika, pepper, aji amarillo and queso.
Chupe de Camaron | 17.99 - Peruvian style chowder with shrimp, corn, egg, chili peppers, potatoes, milk and queso fresco cheese.
Ensalada (House Salad) | 7 - Romaine lettuce and mixed vegetables with aji and vinegar dressing.
Aguadito de Seafood | 17.99 - Hearty seafood soup with cilantro, corn, peas, potatoes and rice.
Parihuela | 17.99 - Peruvian style bouillabaisse loaded with mixed seafood, seasoned with paprika, pepper, aji amarillo and queso.
Chupe de Camaron | 17.99 - Peruvian style chowder with shrimp, corn, egg, chili peppers, potatoes, milk and queso fresco cheese.
Chupe de Pollo | 14.99 - Peruvian style chowder with white meat chicken, corn, egg, chili peppers, potatoes, milk and queso fresco cheese.

ENTREES

Arroz con Mariscos | 21 - Peruvian style seafood rice topped with salsa criolla.
Jalea Mixta Entree 21.99 | Personal 18.99
Mixed seafood deep fried and served with salsa criolla.
Jalea Pescado Entree 18.99 | Personal 14.99
White fish deep fried and served with salsa criolla.
Jalea Camaron Entree 24 | Personal 20
Shrimp deep fried and served with salsa criolla.
Pescado a la Macha | 21 - White fish fillet topped with a creamy seafood sauce, served with white rice.
Pescado a la Chorrillana | 19 - White fish fillet topped with sautéed onions, cilantro, tomatoes, served with white rice.
Sudado de Pescado | 19 - White fish fillet served with sautéed onions, cilantro, corn, served with steamed yuca.
Sudado Mixto | 22.99 - Slow of seafood, onions, tomatoes and Peruvian corn, served with steamed yuca.
Volcan de Mariscos | 24.99 - Cilantro siroto topped with creamy seafood sauce.
Lomo Saltado | 19 - Filet Mignon sautéed with cilantro, onions, tomatoes, soy sauce and aji limo, served over french fries and with a side of white rice.
Tallarines Verdes - Linguine mixed with a creamy pesto sauce.
Lomo (Filet Mignon) 24.99 | Pollo (Chicken) 17.99
Linguine Hawaiian Lomo Saltado | 27
Linguine mixed with a creamy cheese and Peruvian yellow chili pepper sauce, topped with Lomo Saltado.
Tallarines Saltado - Cilantro, onions, tomatoes, soy sauce, spices sautéed and combined with linguine noodles.
Camaron (Shrimp) 22.99 | Mixto (Seafood) 21.99
Lomo (Filet Mignon) 22.99 | Pollo (Chicken) 17
Pollo Saltado | 17 - Chicken breast sautéed with cilantro, onions, tomatoes, soy sauce and aji limo, served over french fries and with a side of white rice.
A la Plancha - Grilled and seasoned with Peruvian spices, served with brown sauce and french fries.
Pescado (Fish) | 18 Lomo (Filet Mignon) 24.99
Pollo (Chicken) | 18
Arroz con Pollo | 16 - Peruvian style rice, corn, red pepper, duck breast and topped with a cilantro sauce, topped with a grilled chicken breast and salsa criolla.
Aji de Gallina | 14 - Shredded chicken breast in a creamy Peruvian yellow pepper and cheese sauce, served with white rice and boiled potato.
TACU TACU
Fried mixture of rice and beans seasoned with Peruvian spices and topped with your choice of the following:
Salsa Marinera (Seafood in creamy sauce) | 24.99
Cabrito a la Norteña (Lamb Shank) | 24.99
Lomo Saltado (Sautéed Filet Mignon) | 21.99
Pollo Saltado (Sautéed Chicken) | 17.99
CHAUFAS
Peruvian style fried rice mixed with egg, scallions, peas, carrots, red pepper and soy sauce.
Mariscos (Seafood) | 17
Camaron (Shrimp) | 19
Lomo (Filet Mignon) | 15
Pollo (Chicken) | 12
Pollo & Lomo (Chicken & Filet Mignon) | 17
Mixto (Chicken, Filet Mignon & Seafood) | 18
Vegetable (Mixed Vegetables) | 9.99
SIDES
Frijoles Canarios (Canary Beans) 7 | Camote (Sweet Potato) 5 | Yuca Frita 5 | Arroz (Rice) 4
Papas Fritas (French Fries) 5 | Salsa Criolla 3

HAPPY HOUR MENU

Monday - Friday | 4pm - 7pm

Beer - \$4.00
Cuzquena, Cristal, Pilsen Callao
Cocktails & Wine - \$7.00
Aperol Spritz - Aperol, Prosecco, splash of club soda
Caipirinha Torcedor - Salinissima Cachaca, brown sugar and lime juice
Classic Pisco Sour* - Tabernero Pisco, fresh squeezed lime juice, sugar and egg whites
Classic Chilcano - Tabernero Pisco, ginger ale, fresh squeezed lime juice and sugar
Classic Margarita - Arandas Tequila Blanco, Triple Sec, lime juice, salt or sugar rim
Classic Mojito - Bacardi Rum, mint leaves, lime juice, sugar and club soda
Passion Fizz - Prosecco, St. Germain Elderflower Liqueur, passion fruit purée, lemon juice and sugar
Chardonnay, Merlot, Prosecco, Riesling
Sorry No Substitutions | Must be seated by 7pm
*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness, especially if you have certain medical conditions.

HAPPY HOUR MENU

Monday - Friday | 4pm - 7pm

Bites - \$7.00
Tacos del Barrio
Three small flour taco shells with 1 lomo (Filet Mignon), 1 chicken and 1 fried shrimp
Mini Causa Sampler
Three mini causas with your choice of chicken or tuna
Trio of Fries
French fries, sweet potato fries and fried yuca fries served with dipping sauces
Ceviche Tostones*
Two tostones topped with classic ceviche pescado: classic, rocoto or aji amarillo
Anticuchos
Smaller version of our traditional anticuchos and served with sweet potato and aji amarillo sauce
*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness, especially if you have certain medical conditions.

SIGNATURE PISCO COCKTAILS

Bezo de Lucuma | 12 - Pisco 1615, Anaretto, lucuma, cream
Cocktail de Algarrobina | 12 - Tabernero Pisco, Algarrobina syrup, cream
Endless Summer | 12 - Tabernero Pisco, Blue Curacao, passion fruit juice, grenadine
Lima Nights | 12 - Tabernero Pisco, Amaretto, pineapple juice, grenadine
Llama Mama | 12 - Tabernero Pisco, Creme de Menthe, lime juice, grenadine, egg white
Marchu Fiechu | 12 - Pisco 1615, Creme de Menthe, orange juice, grenadine
Mancora | 12 - Pisco 1615, Blue Curacao, ginger ale, lime juice
Playeros | 12 - Tabernero Pisco, Malibu Rum, Creme de Menthe, mint, lime juice
Sacred Valley | 12 - Pisco 1615, Aperol, Vermouth, orange juice, grenadine

MANCORA SIGNATURE COCKTAILS
Aperol Spritz | 10 - Aperol, Prosecco, splash of club soda
Bellini | 10 - Prosecco, peach purée
Caipirinha Torcedor | 11 - Salinissima Cachaca, brown sugar, lime juice
Charapita Mule | 12 - Amaranjo Gin, Peach Schnapps, ginger beer, pineapple juice, lime juice
El Manhattan Perfecto | 12 - Japanese Whiskey, Whiskey, Sweet and Dry Vermouth, biters
Guava Mint Mimosa | 10 - Prosecco, Triple Sec, guava purée, mint leaves
Lemon Mora Smash | 12 - Grey Goose Vodka, Lazzaroni Limoncello, blackberry purée, lemon juice
Loco Caco | 12 - Tito Vodka, Amaretto, Blue Curacao, Creme de Coconut, pineapple juice
Loreto Punch | 12 - Amaranjo Gin, Lazzaroni Limoncello, Prosecco, lemon juice, berries
Mococo Mule | 12 - Tito's Vodka, ginger beer, lime juice, mint leaves
Narcia Lime Mojito | 12 - Bacardi Rum, mint leaves, lime juice, sugar, club soda
Negroni Classic | 12 - Tanqueray Gin, Campari, Sweet Red Vermouth
Passion Fizz | 10 - Prosecco, St. Germain Elderflower Liqueur, passion fruit purée, lemon juice, sugar
Peach Cosmos | 12 - Grey Goose Vodka, Peach Schnapps, cranberry juice, lime juice
Peach Mint Julep | 12 - Jim Beam Bourbon Whiskey, Prosecco, peach purée, mint leaves, sugar

JUICES
Made from fresh fruit paste:
Mora (Blackberry), Limeade, Mango, Maracuya (Passion Fruit), Piña (Pineapple), Tamarindo (Tamarind) | 5
Lucuma | 7

Crema
Chocolate Cake | 8 - Layers of rich chocolate served with whipped cream
Dessert Sampler | 19 - Choice of three full sized desserts: Chirimoya Pisco, Passion Fruit Creme Brulee, Crema Volcans, Dulce De Lucuma, Churros, Peaches
Churros | 7 - Deep fried dough, rolled in a cinnamon and sugar mixture. Served with chocolate and caramel sauce and whipped cream

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Experience. Savor. Enjoy.
only at Mancora Ceviche Bar

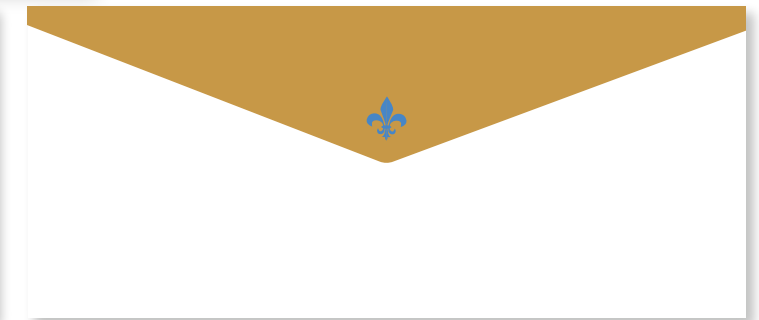
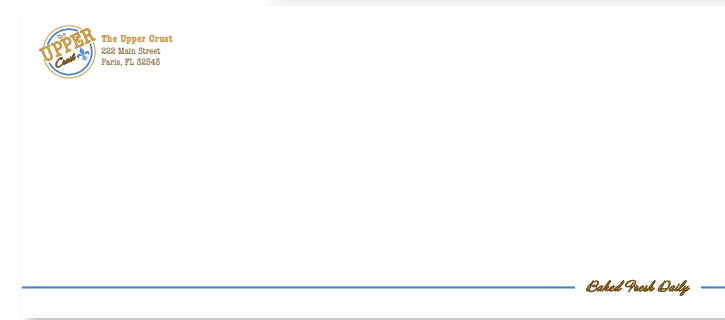
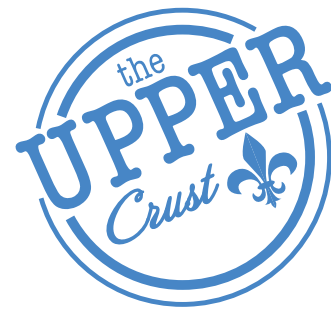
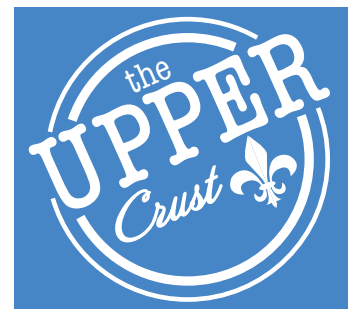
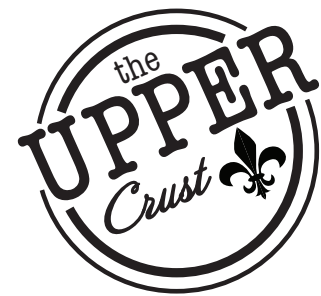
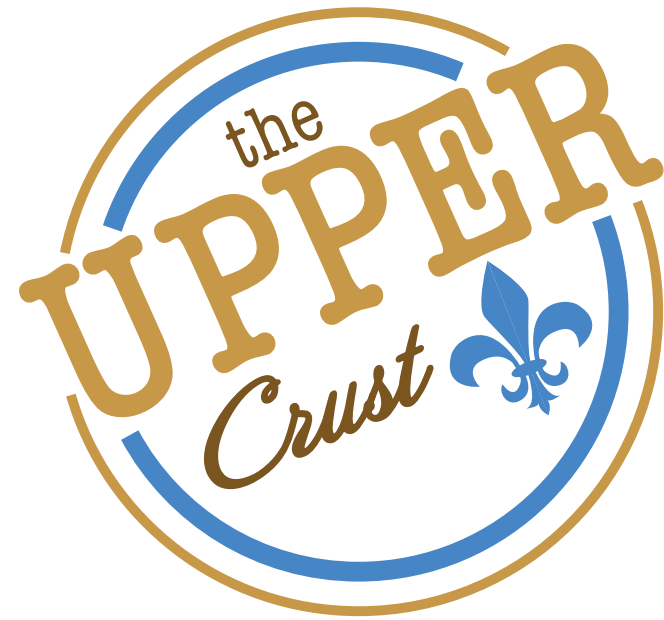
Bring in this card and enjoy a **FREE Pisco Sour** with the purchase of any entree.*
*One drink per customer, must present this card at time of order.

Restaurant Branding

The Upper Crust Bakery

Project Scope

Upper Crust Bakery needed a new logo that identified with their French baked-fresh-daily delectables. Along with the new logo, a complete brand guide was designed along with a stationery suite.





Digital Art

Little Girl Dreams

Project Scope

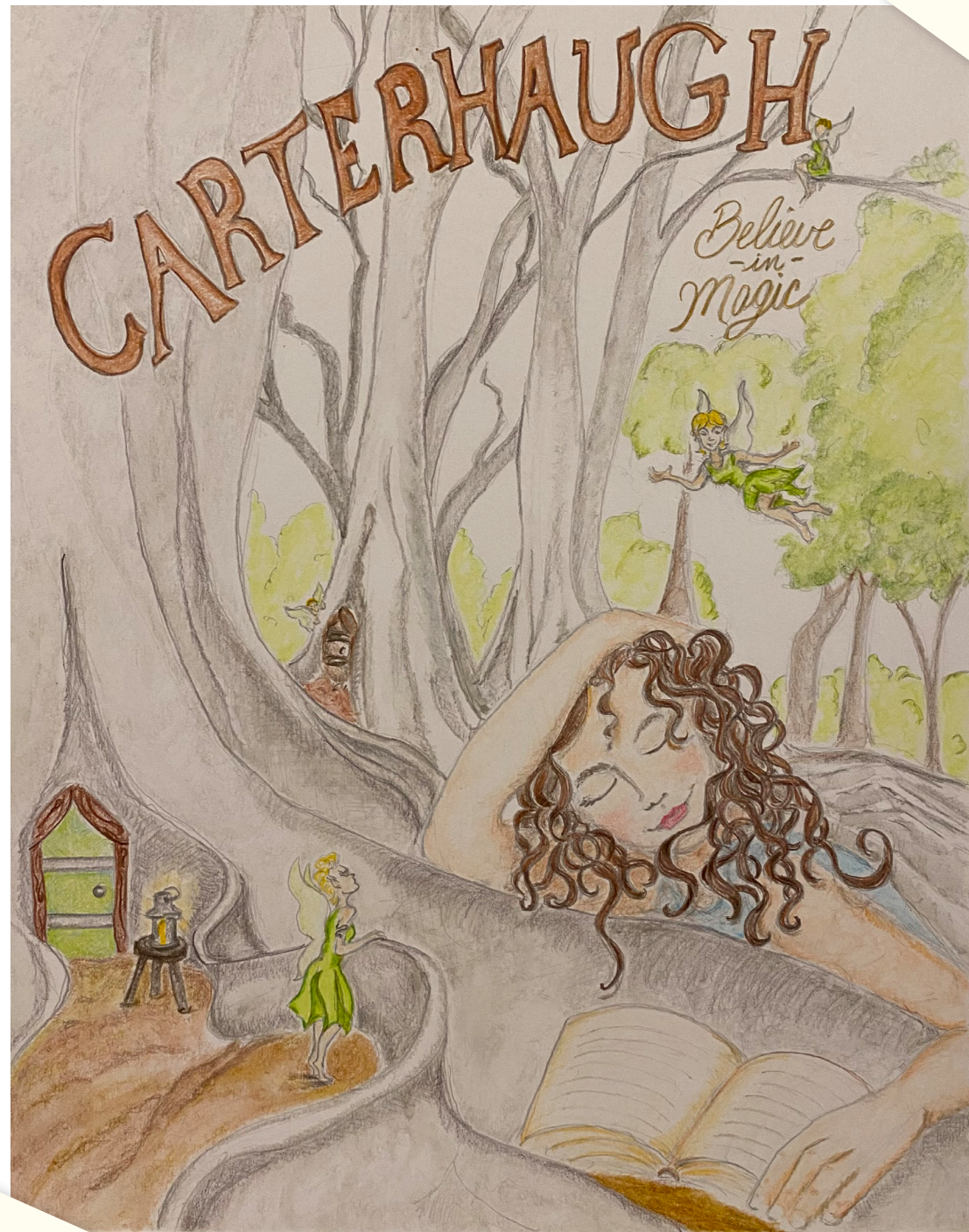
This digital project is a photo montage with my own photography of my daughter and horse along with other digital photographs to create a dreamlike digital portrait. The final piece is actually animated when viewed on the web.

Illustration

Carterhaugh

Project Scope

Illustrate two travel posters influenced by the description of Carterhaugh from the story of The Young Tamlane. My goal was to create a place of awe and wonder where fairies roamed and dreams came true. I created a low vantage point to add to the mystery and transport the viewer.



Photography

Izzy

Project Scope


This book was a final portfolio piece for a Digital Photography course. The task was to show a developed and consistent style in my photography along with strong editing and presentation skills. My goal was to create a beautifully photographed tribute to my daughter that captured her personality, beauty and my enduring love for her.







Personal Branding Suite

 COLLEEN ZAMORANO

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ColleenZam@icloud.com | 561.541.3314
ColleenZDesign.com

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@ColleenZDesign

 COLLEEN ZAMORANO
Sr. Designer | Photographer


561.541.3314
ColleenZam@icloud.com

ColleenZDesign.com



Graphic Design | Web Design | Photography



 Colleen Zamorano
5642 Pinecrest Cir
Boca Raton, FL 33433

 Colleen Zamorano

COLLEEN ZAMORANO
Sr. Designer | Photographer

561.541.3314
colleenzam@icloud.com
colleenzdesign.com

ABOUT ME
16+ years of Graphic Design experience in large, mid-size, and small businesses
Versatile, industrious key contributor valued for collaboration, leadership, initiative and independent problem-solving for successful internal and external marketing programs. Keen interest in building skills in User Experience and User Interface Design (UX/UI).

EXPERTISE
Brand-aligned Graphic Design, Digital Photography, Digital Assets for Web & Social Media, Web Design, E-commerce, Webinar Registration Graphics, Trade Show Display Art, Sales Presentations, Marketing Collateral, Typography, Recruiting & Culture Products

SKILLS

AE After Effects	LI Lightroom	WP WordPress
AW Dreamweaver	PS Photoshop	MS MS Office
AI Illustrator	PX Premiere Pro	SK Sketch
ID InDesign	XD XD	

BRANDING, MARKETING COLLATERAL, TRADE SHOWS, PHOTOGRAPHY, WEB DESIGN, UI/UX, GREAT DISTORTION THE NEXT CHAPTER



Collaborate | Design | Implement | Manage | Execute

EXPERIENCE

LEGACY RESEARCH GROUP | 2021 TO PRESENT | SR. GRAPHIC DESIGNER

- Collaborate with copywriters on financial promotional projects.
- Develop design themes (colors, fonts, logos, and imagery) in alignment with the project platform.
- Create necessary technical financial imagery such as graphs, bar charts and tables.

GLOBAL RESPONSE | 2019 TO 2020 | GRAPHIC DESIGNER

- Sole graphic designer, producing print and digital products for operational support of 40+ distinct customer brands.
- Produced customized large-format presentations and sales support materials for sales team to engage prospective accounts.
- Created trade show graphics, iPad-based prospect surveys, and branded promotional items; prepared trade show budgets.
- Delivered branded signage, posters, and performance ranking boards to create an immersive, engaging contact center experience for staff.
- Performed professional photography for advertising and social media (LinkedIn, Facebook, Instagram).
- Credited with on-target delivery of modern, cohesive products.

JOHNSON CONTROLS | 2012 TO 2019 | GRAPHIC DESIGNER, SECURITY SOLUTIONS

- Sole graphic designer serving 6 Marketing Managers in financial, government, retail, education, healthcare, and commercial verticals.
- Prioritized and executed on a complex workload: photography and graphic design for webinars, trade shows, roadshows, event registration websites, email campaigns, sales emails, internal events and communications products, and marketing collateral.
- Supported 2 major rebrands in partnership with creative agencies. Delivered compelling designs in adherence to brand guidelines.

CD GREETING | 2003 TO 2013 | GRAPHIC DESIGNER / DIRECTOR

- Designed a range of templates and customized CD products for corporate and private special occasions, promotions, and events. Created marketing brochures, flyers, and posters.
- Contributed to 25% growth in revenues through SEO and customer service.

SKILLS

- | | | |
|---|--|---|
|  After Effects |  Lightroom |  WordPress |
|  Dreamweaver |  Photoshop |  MS Office |
|  Illustrator |  Premiere Pro |  Sketch |
|  InDesign |  XD | |

EDUCATION

UX Certification, UI Certification
BRAINSTATION

B.A. Graphic Design
SOUTHERN NEW HAMPSHIRE UNIVERSITY

Associate of Fine Arts
ANNE ARUNDEL COMMUNITY COLLEGE

COLLEEN ZAMORANO

Sr. Designer | Photographer

Graphic Design | Web Design | Photography

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