

HELENA GRIGORIAN

Experience

November 2012- Present
CirclesSIX
Los Angeles, CA

- Numerous freelance projects- Web and Print

October 2005-November 2012
Creative Design Director
NATPE
Los Angeles, CA

- Worked with internal design and management team to implement both client and parent company marketing strategies Responsible for all creative design, print and online content for organization, in promoting membership and annual conference attendance (8,000 plus attendees)
- Designed and executed all signage, show guide and other promotional materials for conferences and major organizational events including annual NATPE conference, web streaming live networking events and the summer LATV Fest
- Created and implement "look" of marketing campaigns for LATV Fest, Next Gen TV Competition, NATPE Connect, and Greenlight lounge
- Partnered with marketing and public relations teams to create and execute cohesive campaigns
- Responsible for creating and delivering design elements via an extensive advertising schedule with major industry publications including Adweek, Ad Age, Mediaweek, Brandweek, Variety, Broadcasting & Cable, Multichannel News, Hollywood Reporter, LA Weekly, DGA, World Screen News, C21 and Produ (Latin America)
- Liaised with promotional partners and media outlets to deploy industry targeted branding and design concepts
- Coordinated budgets, negotiate pricing with vendors, including designers, photographers and printers in relation to conferences and client marketing materials
- Developed, update and maintain NATPE organizational web site
- Spearheaded and oversee progress of all social marketing tools including Facebook, Twitter and Linkedin for company growth

1999-2010
Senior Instructor
Los Angeles Mission College
Sylmar, CA

- Designed and developed syllabi for evolving technology training courses including Microsoft Office Suite, introductory computer and internet courses, digital photography and introductory and advanced Flickr.com class
- Improved training methods by creating education materials for classroom instruction
- Produced and maintained continuing education department schedule of classes

June 2000-October 2005
Senior Graphics Specialist
Western Asset Management
Pasadena, CA

- Created and maintained integrity of company presence in external/internal marketing and client relation materials
- Teamed with technology department to develop new and more efficient work environment
- Produced and maintained internal web site for high-volume graphics department and marketing team
- Created invitations, pamphlets and other graphic materials for external promotion

Education

BA Graphic Arts
California State University Northridge
Northridge, CA

Technical Skills

Extensive experience on PC and Macintosh platforms
Adobe After Effects
Deltagraph
Adobe Creative Suite
Microsoft Office
Quark Xpress
WordPress

ExtraCurricular

2006-2009
Freelance Photojournalist
Los Angeles, CA

- Freelance local photojournalist for global Armenian publications

May 2005
Featured Artist
From Silver to Silicon
Burbank, CA

- Group show showcasing the photographic process from film to the digital world

December 2012
Featured Artist
12-12-12
Los Angeles, CA

- Group show showcasing international artists

Contact

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Work

www.HelenaGrigorian.com

References

Will provide upon request