
LYCELL C. NATIVIDAD

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BACKGROUND SUMMARY

- Seasoned, goal-oriented professional with success in web site design and the creation of print media for several small businesses, both local and overseas.
- Sales specialist with acute customer service expertise and proven record of strong closing and negotiation ability.
- Presents meticulous organization skills developed by balancing rigorous academic requirements, extracurricular duties, and objectives throughout college education and employment history.

TECHNICAL PROFICIENCY

Adobe Photoshop	Adobe Dreamweaver	Adobe Creative Suites	Front Page
Corel Draw	Movie Maker	MS Word	MS PowerPoint
Adobe InDesign	Adobe Acrobat	Mac / Windows OS	HTML

PROFESSIONAL HISTORY

Web Designer/ Graphic Designer, Freelance San Antonio, TX 2008-Present

- Responsible for the design of client websites from conceptualization stage to its implementation.
- Utilize digital graphic design applications including Adobe Photoshop, Dreamweaver, and Flash.
- Create custom graphics and print media for clients including logos, brochures, flyers, and business cards.
- Perform the validation and testing of finished web sites.
- Meet and correspond with clients to determine client needs and present final project proposal for company site.

Promotional Sales Team Leader, Ranger American ADT San Antonio, TX 2006-2008

- Consulted with residential and small business clients to educate, design and implement the installation and service of product line to include security / fire alarm and video surveillance systems.
- Marketed security system promotions, presented latest advancements in home technology, and offered quality home monitoring for new homeowners.
- Due to job performance in sales, assigned responsibility to mentor and develop three inside salespeople for promotion to outside sales positions.
- Supervised, trained, and motivated sales team, reviewed client contracts, and reached compromise to satisfy both customer needs and company's promotional extents through exceptional negotiation and closing expertise.
- Developed strong referral system and personalized client relations to provide leads for new business development.
- Awarded "#1 Alternative Marketing Program Sales Specialist" in the nation for a consecutive six months within first year of employment, generated an average of 20- 30 sales a month.
- Received all-inclusive trip to Orlando, FL in 2007 for ADT Top Sales Specialist Convention.

Graphic Designer, Germaine Laboratories San Antonio, TX 2008-2008

- Created and developed the design, navigation, and catalog on the company website.
- Photographed inventory of medical testing devices in studio setting to showcase online; capturing, editing, and enhancing photographs of testing equipment to emphasize authenticity for purchase appeal.
- Composed and created monthly flyers to announce company events, promotions, and deadlines.
- Analyzed device inserts to ensure accurate information.

EDUCATION

The University of Texas at San Antonio, Bachelor's Degree in Technical Communications 2006-2010
Alpha Lambda Delta, President's List and Dean's List Recipient
