

“p.s.t.”

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experience

12.08-Pres Reader's Digest Association
Freelance Content Producer

Optimize and repackage articles for web
Craft SEO heds, descriptions, keywords, and employ other SEO strategies
Assisted in reorganization/optimization of the Family Handy Man channel

2005-Pres. Brave Little Soul Media
Freelance Web/Graphic Designer

Specialize in creating small-to-moderate size websites
Create various forms of media including posters, logos, communication designs,
business cards, résumés, etc.

Recent work:

www.bridalbeautynyc.com
www.paintingsbylanag.com
www.marilulopez.com/front.html

4.09-5.10 Gen Art
National Web Content Manager

Responsible for day-to-day production and maintenance across web properties
Manage publishing and email campaign schedule
Produce dedicated eblasts, invitations, national newsletters and other promotional materials
Coordinate with sales staff to fulfill online sponsor deliverables
Manage the digitization of assets received by the editorial team
Assist in site architecture including site mapping and wire framing
Employ various SEO strategies and manage social media calendar/profiles
Design various graphic collateral and advertisements for web and print

8.07-2.09 Digital Media—Hachette Filipacchi Media US, Inc.
Web Producer

Produced daily content for websites including womansday.com and pointclickhome.com
Updated CSS-based page layouts and troubleshoot technical problems
Created wire frames, mock-ups and other presentation materials
Assisted in site-wide redesigns of multiple web properties with an emphasis on SEO.
Created and updated graphics, printable downloads and advertisements
Worked closely with the design, tech and editorial departments

6.07-8.07 Woman's Day Magazine—Hachette Filipacchi Media US, Inc.
Art Department Intern

Designed layouts and created props under the supervision of the creative director
Conduct image research to adequately represent daily editorial content
Created art boards/charts and prepped images for layouts
Scanned, trimmed and assisted the designers as needed

11.02-8.07 CUNY Language Immersion Program—Hostos Community College
Office/Database Manager

Managed the program website and created web content
Implemented new office systems and policies including student intake
Responsible for the program's database including inputting and analyzing data
Designed various publications, including brochures and the semi-annual newsletter
Coordinated workshops and scheduled appointments for students
Created databases and spreadsheets to improve productivity

education

2007 The City College of New York, CUNY
Bachelor of Arts - Magna Cum Laude
Concentration: Electronic Design and Multimedia/Studio Art
Chi Alpha Epsilon National Honor Society
Additional courses taken at School of Visual Arts

skills

Mac and Windows operating systems, Wide knowledge of Adobe Creative Suite,
Dreamweaver, CSS, XHTML, FTP, Drupal, EZ Publish, Interwoven, Akamai, Web Trends,
Omniture, Microsoft Visio & MS Office Suite, MailChimp, SEO strategies;
Extremely dedicated and reliable; Fundamental knowledge of Spanish