

RENE ECHÁVARRI

SUMMARY OF QUALIFICATIONS

Extensive experience producing websites, printed materials and multimedia presentations in a higher education environment. Versed in guiding a project from conception to completion—securing copy from writing staff, price quotes from vendors and bids from purchasing office. Experience in creating, editing and repurposing copy for use in a wide variety of materials. Creating policies governing best practices on official websites as well as delivering usage and visit statistic reports. Skilled in working with diverse constituencies to achieve desired results. Proficiency on a wide variety of computing platforms from Macintosh to Linux to Windows. Ability to effectively multi-task, switching from print media to electronic media quickly and seamlessly. Capable of producing a large volume of work under tight deadlines.

EXPERIENCE

December 2011-Present

University of Texas Health Science Center at San Antonio San Antonio, TX

Web Designer

Design and implement websites for clients.

Produce assorted publications and collateral materials for clients.

Provide superior customer service and support for both printed and electronic products.

November 2010-Present

Tastawerk Industries

Corpus Christi/San Antonio, TX

Freelance Designer

Design and implement websites for clients.

Produce assorted publications (fliers, posters, brochures, multimedia slide presentations) promoting events, products and services.

Provide superior customer service and support for both printed and electronic products.

April 2001-October 2010

Texas A&M University-Kingsville

Kingsville, TX

Multimedia Designer/University Webmaster

Design and maintain top-level pages and assorted university department websites.

Produce assorted publications (fliers, posters, brochures, multimedia slide presentations) for various departments on campus.

Design, layout, writing and editing for alumni publications including the TUSK magazine.

Weekly email newsletter sent to campus faculty and staff.

Coordinate websites for university events.

Create reports on web usage statistics using Google Analytics and other metric software.

Create and implement policies related to web usage.

Draft and implement forms for user access to web resources.

May 2000-April 2001

Corpus Christi Caller-Times

Corpus Christi, TX

Online Designer

Responsible for design and layout of both internal and external websites (including caller.com and coastalbend.com).

Creation of banner, tile, and custom online advertisements.

Twice daily website updates selecting and editing content for caller.com, coastalbend.com, email digest.

Copywriting and sometimes voice talent for CallerRadio News, a streaming audio news podcast.

EDUCATION

September, 1994-May, 2000
Texas A&M University-Kingsville Kingsville, TX
Bachelor of Music (Instrumental)

September, 1990-May, 1994
Mary Carroll High School Corpus Christi, TX

AWARDS/ RECOGNITIONS

2009
Silver ADDY® Award - Corpus Christi Ad Club: Jazz Band I TMEA Program, 2009

2008
Silver ADDY® Award - Corpus Christi Ad Club: Annual Report - Milestones, 2008
President's Report

2006
Admissions Advertising Awards - Bronze: www.tamuk.edu
Bronze ADDY® Award - Corpus Christi Ad Club: Consumer Website - Building on our
Traditions Website
Bronze ADDY® Award - Corpus Christi Ad Club: Consumer Website - www.tamuk.edu

2005
Bronze ADDY® Award - Corpus Christi Ad Club: Advertising for the Arts - Mesquite
Groove 2004 Poster

2004
Silver ADDY® Award - Corpus Christi Ad Club: Elements of advertising - Logo -
Javelina Athletics Logo
Admissions Advertising Awards - Silver: Newspaper advertising/series "Be Somebody."
ad campaign.

2002
Citation of excellence - Corpus Christi Ad Club: Interactive media - website - consumer
- www.tamuk.edu

AFFILIATIONS/ COMMITTEE MEMBERSHIPS

2009-2010
Homecoming Planning Committee, Texas A&M University-Kingsville

2008-2009
Provost Search Committee, Texas A&M University-Kingsville

2007-Present
Member, Board of Directors, Kingsville Symphony Orchestra

2004-2005
Member, Corpus Christi Ad Club; Corpus Christi, TX

2004-2007
Advisory board member, Gamma Delta Chapter, Delta Phi Epsilon Sorority; Kingsville,
TX

2004
University Recognition Committee, Texas A&M University-Kingsville

2003-2004
Family Weekend Committee, Texas A&M University-Kingsville

2003-04
President, A&M-Kingsville Staff Council; Kingsville, TX

2001-2010
Member, A&M-Kingsville Staff Council; Kingsville, TX

OTHER SKILLS

Extensive experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash), Microsoft Office Suite, Internet Explorer, Mozilla and Webkit-based browsers (Safari, Chrome). Work with wiki software to create a project management system. Experience using Camtasia and Screenr to create video tutorials. Proficient in using messaging software (AIM, Yahoo, MSN, LiveMeeting) to connect with users in various off-site locales. Expertise in using audio software such as SoundForge and Audacity to create audio clips. Coding experience in multiple web based languages including (X)HTML, XSLT, CSS, ASP, CFM, and JavaScript.