

**Juan Segura**  
WWW.JCSEGURA.COM

**Employment History:**

***Six Degrees Records*** - Graphic Designer, Marketing & Publicity Coordinator *March 2018 - Current*

- Design tasks include creating daily graphics for social media platforms, website (Wordpress/HTML), tour posters, announcement posters, album covers, CD booklets, Bandcamp pages, and marketing email campaigns.
- Marketing tasks include coordinating publicity for tour press, preparing and sending out weekly consumer email newsletters, assist indie publicist on follow ups, mailers and providing resources for particular new release campaigns, updating and managing all press database for each artist by making sure all assets (photos, bio, playlist) are updated, and managing the back end of the Six Degrees website using GoDaddy.
- Admin tasks include managing the Six Degrees Bandcamp online shop, maintain onsite warehouse, keeping all services updated with the latest playlists and oversee the award submissions for Grammys and Latin Grammys.

***Freelance*** - Graphic Designer *March 2016 - Current*

- **MeetGeraldine** - Design tasks included collaborating with the creative director on art direction and brand reports.
- **Efrenbuzzo.com** - Produced digital and print deliverables for brand identity, marketing and website.
- **Nataliejohnmusic.com** – Developed brand identity and web design for website.

***AEO, Inc*** – Visual Merchandising Manager *Dec 2011- Sept 2015*

- Authorized and executed all visual displays, marketing and product placement.
- Installed and invented intricate window displays to support brand standards.

***Gap, Inc*** – Visual Production Manager *Jan 2007- Dec 2011*

- Coordinated visual teams and administered all product placement, window displays, lighting and marketing.
- Conceptualized maps for product placement and window displays.

**Education**

California State University East Bay

**BA, Graphic Design**

**Languages**

English (native), Spanish (fluent)

**Acquired Skills**

- Proficient, Adobe Creative Suite: Illustrator, InDesign, Photoshop
- Proficient, Microsoft Suite: Office, Powerpoint, Excel
- Proficient: Facebook, Twitter, Pinterest, Instagram
- Proficient: WordPress, Atom, HTML 5, CSS
- Familiarity with JQuery and JavaScript