

VALERIE S. GUERRERO

Graphic Designer | Production Designer | Operations Leader
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PROFILE

Creative and operations leader with 28+ years of experience in design, production, marketing, brand partnerships, and business operations.

CORE EXPERTISE

- Graphic & Production Design
- Adobe Creative Cloud
- Brand Partnerships
- Entertainment Marketing
- Project Management
- Operations Leadership
- Public Relations
- Social Media Strategy
- Client Relations
- AI Tools (ChatGPT, Gemini)
- Canva
- Microsoft Word, Excel, PowerPoint

KEY

ACHIEVEMENTS

- Built artisan collective to 300+ female members
- Secured 1,500+ product placements on TV
- Product Placements across 100+ television shows
- Managed \$8M+ operational revenue
- Led teams of up to 35 employees in five locations

PROFESSIONAL EXPERIENCE

Founder & Owner | The Artisan Group® (Santa Cruz, CA) 2011–Present

- Founded and scaled a membership-based artisan collective to 300+ female artists, achieving 15% year-over-year growth.
- Serve as spokesperson and brand ambassador at Hollywood celebrity gifting suites and entertainment industry events.
- Secured 1,500+ artisan product placements across 100+ hit television shows, driving national visibility for members.
- Build and maintain strategic relationships with celebrity stylists, talent managers, producers, directors, set decorators, and network executives.
- Advise members on sales strategy, branding, social media, and public relations, directly contributing to member revenue growth.
- Manage contracts, partnerships, marketing strategy, and day-to-day business operations.

Graphic Designer | Valerie Guerrero Designs (Santa Cruz, CA) 2008–Present

- Created thousands of invitation designs, announcements, business cards, and over 100 award-winning custom invitation product lines
- Managed eight-commerce brands simultaneously on Zazzle.com.
- Participated in celebrity gifting events and promotional campaigns.

Senior Production Artist | Cisco Systems (San Jose, CA) 2006–2009

- Produced high-volume online and print marketing collateral including data sheets, white papers, brochures, ordering guides, and FAQs.
- Led production efforts for 75+ piece A-level product launches under tight deadlines. Illustrated and recreated complex technical schematics with precision and brand consistency.
- Published content directly to Cisco.com using proprietary Web Publisher tools.
- Recognized for reliability, accuracy, and ability to manage multiple concurrent projects.

Creative Services Manager | Morgan Stanley (Menlo Park, CA) 2000–2006

- Directed Desktop Publishing and Client Services operations across **five locations**, overseeing **\$8M+ in annual revenue**.
- Managed budgets, payroll, billing, forecasting, and P&L reporting.
- Led and developed teams of up to **35 employees**, handling hiring, training, performance management, and scheduling.
- Designed and implemented a **Global Tracking Tool** in Excel that became the firm-wide standard for charge-back accounts.
- Partnered with clients and leadership on RFP/RFI responses and service enhancements.

Senior Desktop Publisher | Merrill Lynch (Palo Alto, CA) 1998–2000

- Produced high-profile IPO, M&A, and executive PPT presentation materials for investment banking teams and clients.
- Partnered with clients and leadership on RFP/RFI responses and service enhancements.