

## MARKETING & DESIGN

# Bettina Kaiping

## SKILLS

**Adobe Creative Suite** (Advanced)

**Figma** (Advanced)

**Copywriting** (Advanced)

**Microsoft Excel** (Intermediate)

**Python, HTML5** (Beginning)

## EDUCATION

**University of California, Davis**  
**Bachelor of Arts**

Russian Language & Literature  
International Relations

**Glendale Community College**  
**Certificate**

Digital Art & Design

**East Los Angeles College**  
**Certificate**

Traditional Art

## LANGUAGES

English 

Russian 

French 

## PROFILE

Creative professional with **7+ years of experience** in graphic design, user experience design, marketing, and more. Worked with large and small businesses to design advertisements, websites, and marketing emails tailor-made for the intended audience and industry. Skilled at crafting and elevating brand identity.

## WORK EXPERIENCE

### Operations Manager

SoCaler, LLC.

2024 - present

- Manage databases for accounts and market information
- Manage a team of 4 people
- Data analysis for company accounts to evaluate success of individual purchasing accounts

### Marketing Supervisor

Westlake Financial

2023 - 2024

- Redesigned multiple websites, desktop apps, website flows, and a mobile app.
- Trained & managed team of 5 Marketing Associates on projects ranging from web design, to email marketing campaigns, to social media, & more.
- Worked with the executive team to plan and execute marketing campaigns for 12+ company divisions

### Marketing Associate

Westlake Financial

2019 - 2023

- Designed and wrote copy for websites, emails, flyers, & social media.
- Created and oversaw advertising plan/budget of over \$200,000 for 3 brands
- Supervised & trained 2 junior marketing associates.

### Graphic Designer


Freelance

2017 - 2019

- Created unique logos & related style guides for small business websites.
- Developed branding & campaign materials for a union campaign.
- Worked closely with candidate to create a slogan & cohesive brand.
- Ran social media & blog for small business.

## Contact

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