

## Tom Rebolledo

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contact@tomrebolledo.com • tomrebolledo.com • <https://www.linkedin.com/in/tomrebolledo>

### Experience

#### Desvelada Records Multimedia Designer

Paramount, CA  
August 2022 – November  
2024

- Increased audience engagement by 30% through the creation of engaging multimedia content, including digital images, animations, and visuals for web and social media, resulting in significant brand visibility across multiple platforms.
- Strengthened brand visibility by 20% by collaborating with creative producers, designers, and developers to develop content strategies that fostered stronger audience connections.
- Reduced design revision time by 30% by organizing Photoshop files with slices, smart objects, and layer comps, streamlining graphic production and improving project delivery speed.

#### Placason Co-Founder & CMO

July 2022 – Present

- Increased brand recognition by 30% by overseeing the entire graphic production process for clothing designs, ensuring consistent brand identity and alignment with market trends, leading to higher customer engagement and product sales.
- Boosted social media visibility by 50% and engagement by 35% by developing and managing marketing campaigns with compelling, on-brand visual content.
- Optimized project delivery efficiency by 20% by managing cross-functional teams, streamlining workflows, and ensuring timely project completion, enhancing overall operational performance.

#### Freelance Graphic Designer

May 2022 – Present

- Enhanced client engagement by 30% through the creation of logos, apparel graphics, flyers, and promotional materials that maintained brand consistency and strengthened overall marketing efforts.
- Designed tailored social media content, including Instagram posts, YouTube graphics, and web assets, which led to a 40% increase in client visibility and a 25% boost in user engagement across platforms.
- Created and launched client websites by prioritizing user experience and responsive design, resulting in a 35% increase in site traffic and a 20% improvement in user retention across devices.
- Produced photography and videography content to support marketing campaigns, capturing high-quality visuals that contributed to a 15% increase in campaign engagement and a 10% boost in conversion rates.

### Skills

**Technical:** Graphic Production, Advanced Adobe Creative Suite (Photoshop, Illustrator, InDesign), Web and Social Media Design, Project Management & Leadership, Workflow Optimization, Brand & Content Development

**Language:** English and Spanish