

# Viviana L. Tornero

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## SERVICES

- Full service agency: advertising, marketing, and public relations; video conferencing and event planning; audio/visual presentations/productions; copywriting, graphic design, and illustration

## HIGHLIGHTS

- Effective communicator with a personable style and multi-media presentation skills
- Seven years management experience highlighting astute decision making within collaborative work settings
- Proficiency in building productive relationships that advance organizational goals
- Works collaboratively with others as a team player
- Seventeen years experience in real estate industry and ten years experience in communications industry
- Foreign language: Spanish

## PROFESSIONAL EXPERIENCE

- Public relations/communications
  - Provided expert representation for clients, brokerage firms, and organizations
  - Achieved top producer recognition from two major real estate firms
  - Presented informational seminars to the general public and instructional sales training
  - Coordinated business seminars and special events for non-profit organizations
- Project development
  - Designed advertising and marketing programs that dramatically increased revenues by 20%
  - Developed commanding corporate identities and strategies that markedly enhanced business viability
  - Established fundraising projects and community awareness programs working with non-profit committees
- Leadership and management
  - Improved administrative programs resulting in more efficient and unified management
  - Implemented successful conflict/resolution communication systems creating cohesive team environment
  - Effectively supervised a newspaper production team, trained a sales staff, and coordinated volunteer groups

## WORK HISTORY

<u>Language Instructor</u>	Pima Community College, Tucson, AZ 2006-2007
<u>Real Estate Broker</u>	Insight Real Estate, Portland, OR, 1998-2006
<u>Communications Consultant</u>	Vision Quest Communications, (Owner) Portland, OR 1994-2007
<u>Real Estate Broker Associate</u>	Barbara Sue Seal Properties, Lake Oswego, OR , 1992-1996

## RELATED EXPERIENCE

<u>Art Director/Graphic Designer</u>	Art Studio Advertising, Grants Pass, OR
<u>Art Director/Production Manager</u>	Southern Oregon Real Estate Guide and Weekly Review
<u>Administrative Assistant</u>	Resource Development – Portland Development Commission
<u>Volunteer Coordinator</u>	Lake Oswego and Grants Pass Chambers of Commerce
<u>Public Relations</u>	Josephine County Board of Realtors

## EDUCATION

- Graduate degree: MA Writing/Publishing, Portland State University 2005
- Undergraduate degree: BA Hispanic and Latin American Studies/Honors, Portland State University 1999
- CIS: Multi-media design/web site development, Portland Community College 2004, 2005
- Recipient of the Underrepresented Minorities Academic Achievement Scholarship
- International exchange program: Foreign languages/political science: Universidad de Las Americas, Puebla,

## TECHNICAL • COMPUTER SKILLS

Advanced computer skills. Fully adept in business, real estate, and graphics programs:

- MSOffice; Word, Outlook, Power Point w/working knowledge of all MS Office applications
- Act Contact/Database Management and various real estate research and analysis software.
- Desktop publishing/computer graphics: Adobe Creative Suite, InDesign, Photoshop and related programs.
- Experienced web designer specializing in Macromedia Dreamweaver and Flash and web authoring software.

## ACCOMPLISHMENTS

- Civano Association Residents of Example - C.A.R.E. Award Recipient Civano Neighborhood Association 2006
- Visual arts, digital photography, computer graphics, multi-media artist, award winning designer - 1985, 1991.
- Chosen artist for public art monument installed and on display on state highway 99 in Grants Pass, OR
- Leadership intern: Innovative Learning group – Communications and conflict resolution – 1991-1999

## AFFILIATIONS / MEMBERSHIPS

- AIGA (American Institute of Graphic Arts), *The professional association for design*
- Golden Key National Honor Society

References and transcripts are available.