

GERARDO MARKOCH

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EDUCATION

California State University, Long Beach, CA *Dec 2005*
B.A. Communication Studies, Interpersonal and Organizational Communication
Presidents List Scholar, GPA: 3.67 (3.9 in major)

WORK EXPERIENCE

Business Development – Project Coordinator *May 2006 - Present*
TBS Sales LLC., Long Beach, CA

- Create dynamic solutions for small businesses, such as: branding, corporate identity, PR/Marketing & market analysis
- Active in lead generation research incorporating all available channels with an emphasis on cost-efficiency
- Manage document design, PowerPoint development, graphic design, desktop publishing and web development

Freelance Graphic Artist *Feb 2004 - Present*
Self-Employed, Long Beach, CA

- Design logos for: Spectrum Fire Protection, O.K. Fire Protection, Trimix Ministries, Metis-Synergy & more
- Publish brochures, flyers and advertisements for small businesses, non-profit organizations and real estate agents

Communication and Technology – Contract Consultant *Feb 2006 - Apr 2007*
TECT, Inc., Los Angeles, CA

- Interpreted public school enrollment process for parents from Spanish to English and English to Spanish
- Technology consulting including purchasing, network systems, troubleshooting and maintenance

College Student Aide – IT Support *Oct 2005 - Jan 2006*
Millikan High School, Long Beach, CA

- Maintained and repaired computers (hard/software), network equipment, printers, and peripherals on campus including 1,500 networked computers. Performed software installations on 1 to 40 computers at a time via Novell Multi-sessions.

Small Business, Sales and Marketing – Summer Internship *Summer 2005*
Spectrum Fire Protection, Bellflower, CA

- Generated sales through cold calling, researched potential clients, met with restaurant owners and sold fire services

Marketing Associate *Dec 2002 - Feb 2004*
CENTURY 21 Family Homes Associates, Bellflower, CA

- Promoted Sales through direct mail, newspaper advertising, brochures
- Designed and wrote ads, in both Spanish & English, appearing in major and community newspapers
- Trained Real Estate Agents and Staff to use C21 internal database through media, tutorials and personal tutoring

VOLUNTEER EXPERIENCE

Martial Arts & MMA Trainer *Aug 2003 - Present*
Kaito Gakko Jujitsu, Fullerton, CA

- Grappling/ujjitsu coach, national Jujitsu Winner

Program Director *Oct 2002 - Nov 2006*
Norwalk Collegiate Ministries, Norwalk, CA

- Led a group of college aged individuals in community service and social events
- Directed group activities such as: camping and cabin trips, clothes drives, talent shows, etc.

International summer building project volunteer *1996-97, 1999-2000*
Maranatha & Piece of the Pie Ministries

- Led organized groups of volunteers
- Interpreted building instructions, medical emergencies, talks and other general communications onsite

COMPUTER PROGRAMS

- Microsoft Office: Word, Excel, PowerPoint, Publisher, Outlook, etc.
- Adobe Creative Suite, Photoshop CS2, Illustrator CS, InDesign CS, Adobe Acrobat 6.0