

Rochelle Long

Fairfield, CA

415-244-4322

roche@therocheshop.com

I WAS AN ARCHITECT, but MARKETING & DESIGN ARE MY PASSION.

I have 18 years of hands-on experience in the architecture field & 12 years freelancing in website & digital graphic design. I have also done creating, selling, & marketing my own products online for about 8 years now.

I AM AN ALL-AROUND DESIGNER. I have a natural talent of creativity, as seen thru beautiful websites & marketing materials. I have an excellent eye for design. I have a flair for people & product photography, interior design & event decoration.

I AM HIGHLY MOTIVATED. I am very resourceful, dependable and have a willing-to-learn attitude. I can manage multiple projects simultaneously & under pressure, and have successfully thrived in a deadline-driven, fast-paced office environment.

EDUCATION:

Bachelor's Degree in Architecture

WORK EXPERIENCE TIMELINE:

(2013-present) Owner / Designer / Marketer
www.TheRocheShop.com

(2011-present) Owner / Designer / Marketer
www.TheRocheStudio.etsy.com

(2009-2014) Owner / Website Designer
www.WebbingPlanner.com

(1995-2009) Architectural Designer - *various companies*

(1991-1995) Architectural drafter while in college

SOFTWARE SKILLS:

Adobe Photoshop
Adobe Elements
Adobe Dreamweaver
AutoCadd
Adobe InDesign (basic)
Microsoft Word & Excel
Microsoft PowerPoint
Photostory for Slideshows

Graphic Design

typography
invitation design
print ads, banners & posters
logo design
business cards & letterheads
newsletters & brochures
calligraphy

Website Design

webpage & blog creation
content research
search engine optimization
HTML & CSS knowledge
Joomla & Wordpress
WooCommerce

Advertising

copywriting
print ads
press releases
social media marketing
email campaigns
affiliate marketing
forums & link building
content creation w/ SEO
blogging

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THE ROCHE SHOP (2013-present)

Position: Owner / Designer / Marketer

- Design of cards, invitations, menus, posters, etc
- Digital & hand-written calligraphy
- Product photography using natural light
- Creation of digital images using mockups
- Management of web-based marketing
- Web design using WP & E-commerce
- Website content with SEO
- Blog creation with product linking
- Handling of affiliate marketing
- Fulfillment of orders & managing returns
- Handling online customer service

THE ROCHE STUDIO (2011-present)

Position: Owner / Designer / Marketer

- Design of cake stands using vintage pieces
- Product photography using natural light
- Manipulation & editing of images
- Management of web-based marketing
- Coordination with suppliers
- Web design using WP & E-commerce
- Website content with SEO
- Blog creation with product linking
- Handling of affiliate marketing
- Fulfillment of orders & managing returns
- Handling online customer service

WEBBING PLANNER (2009-2014)

Position: Owner / Designer

- Web, Logo and Digital graphic design
- Management of web-based marketing
- Company web design
- Creation of website content with SEO
- Product photography

CRAIKER ARCHITECTS

3154 Browns Valley Rd, Napa, CA

*Architectural Project Manager
(May 2003-May 2009)*

- management of the company's advertising, like creating print ads, email marketing, direct mailers, press releases, digital graphic & marketing design.
- creation, update & maintenance of the website.
- design development of residential projects & a few commercial.
- creation of digital construction drawings & details - site planning, space layout & building design.
- client presentation using material boards & architectural rendering
- collaboration with clients, engineers, consultants and coordinated w/ building officials for permits & codes.

SAA ARCHITECTS-Singapore

(Position: Architectural Designer)

ANDO CORPORATION - Singapore

(Position: Architectural Detailer)

TAK DESIGNS- Singapore

(Position: Architectural Designer)

*Singapore Work Experience
September 1997-September 2002*