

JORGE IVAN CALLEJA

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EDUCATION

Masters of Business Administration - Management

The University of Texas at El Paso | 2019

Bachelor of Fine Arts - Graphic Design/Metalsmithing

The University of Texas at El Paso | 2013

EXPERIENCE

Marketing and Communications – Senior Graphic Designer | UTEP, 2021–Present

Oversee and produce campus-wide campaigns and initiatives for The University of Texas at El Paso

Makes use and promotes correct usage of the university's brand and image while advancing the institution's mission and vision.

University Communications – Graphic Designer | UTEP, 2015–2021

Produces printed and electronic materials for The University of Texas at El Paso.

Designs and develops materials for campus-wide initiatives spanning both internal and external audiences.

Las Artistas – Marketing Director | El Paso, 2019–2022

Develops and executes year-round marketing plan for the organization's mainstay event; Las Artistas Fine Art and Crafts Show.

Brand ambassador for a show celebrating 50 years, featuring 100+ artists, welcoming 3K+ patrons the weekend before Thanksgiving.

Produces printed and electronic materials to promote the annual event.

Las Artistas – President | El Paso, 2015–2019

Led local non-profit organization in their mission of providing art education opportunities and promoting appreciation for the arts in the El Paso-Las Cruces area.

Planned and executed organization's prime event by delegating tasks to organization members and coordinating committees to successfully achieve the event goals.

Established relationships with community and media partners to advance the organization's interests.

The Art Avenue – Creative Director | El Paso, 2013–2018

Directed and coordinated the production of a local art and culture publication published bi-monthly.

Led graphic design team to produce publication under tight deadlines. Worked with print vendors and distribution partners to ensure timely delivery to subscribers.

Served as gallery curator and art director for the organization's art gallery. Hosted monthly events showcasing artists from El Paso, Cd. Juárez and Las Cruces.

Developed and published content for the organizations various social media outlets as well as their web portal.

COMMUNITY

UTEP Vaccination Clinic – Volunteer | Spring 2021

Las Artistas – Board Member | 2013–2022

UTEP Staff Council – Member | 2019–Present

El Paso Downtown Lions Club – Member | 2020–2021

SKILLS

Extensive knowledge in several software suites such as Adobe Creative Cloud, Aperture, MS Office

Extensive experience in project development, from brainstorming to deployment (web/graphics/photo)

Experience in leadership roles

Experienced working with vendors and printing partners

Experienced in video production and post-production

Experience with large format printers

Ability to maintain, troubleshoot and repair computer equipment

Prominent knowledge of markup languages (HTML5/CSS3)

Extensive knowledge of Wordpress CMS

Basic understanding of scripting languages such as PHP/JavaScript/MySQL

Enthusiastic about discovering new software

Comfortable with server side operations, web hosting, domain management, user management

Bilingual (Spanish/English)

SELECTED CLIENTS

Positive Directions ▪ Helix Solutions ▪ VS Mediation ▪ El Paso Ballet Theatre ▪ Haydee Alonso ▪ El Paso Downtown Lions ▪ Elkin Jewelers
Motoko Furuhashi ▪ RAZI Projects - Rachelle Thiewes & Suzi Davidoff ▪ Complete Glass Co. ▪ Avi Wisnia

PUBLISHED WORK

A Cross-Cultural Exploration of Identity: Negotiating Self, London, 2014

The Art Avenue Magazine, El Paso, 2013

Minero Magazine, UTEP, El Paso, 2010

