

# Tedra Bird Ortega

Woodville, Texas · Cell: (281) 235-5575 · Email: [tedraortega@gmail.com](mailto:tedraortega@gmail.com) · Portfolio: [tedraortega.com/portfolio](http://tedraortega.com/portfolio)

## Professional Title

Graphic Designer - Marketing Designer - Web and Print Designer

## Professional Summary

Graphic and marketing designer with 10+ years of experience creating print and digital marketing assets for B2B and retail audiences. Skilled in brand development, email marketing, web design, and content creation using Adobe Photoshop, Adobe InDesign, CorelDRAW, HTML/CSS, and WordPress/Elementor. Known for managing multiple projects, collaborating with sales and leadership, and delivering on-time campaigns that increase brand awareness and drive customer engagement.

## Core Skills

- Graphic design: Layout, typography, color, print production, pre-press, file preparation.
- Branding and marketing: Brand identity, social media graphics, promotional materials, event marketing assets.
- Digital design: Web graphics, responsive page layouts, email marketing templates
- Web and CMS: HTML, CSS, WordPress, Elementor, web coding and content updates.
- Software: Adobe Photoshop, Adobe InDesign, Adobe Acrobat, CorelDRAW, Microsoft Word, Excel, PowerPoint, Outlook.
- Collaboration and operations: Cross-functional teamwork, scheduling, documentation, reporting, office administration.

## Professional Work Experience

Marketing Manager / Graphic Designer | Performance Truck – Cleveland, Texas

09/2012 – 05/2024

- Designed and produced digital and print marketing materials, including brochures, flyers, email graphics, web banners, and social media assets to support sales campaigns and promotions.
- Developed and managed intranet and public websites using HTML, CSS, and WordPress, ensuring consistent branding, clear navigation, and up-to-date content.
- Planned and executed email marketing campaigns to engage customers, promote offers, and drive traffic to the website and sales team.
- Created promotional materials and coordinated graphics for company events, tradeshow displays, and branded merchandise.
- Collaborated with sales leadership to align marketing strategies, track campaign performance, and prepare monthly reports to support business decisions.

Pool Studio Illustrator / Graphic Designer | Shangri La Designs – The Woodlands, Texas

09/2009 – 09/2012

- Created original 3D pool and landscape design illustrations based on client requirements, using Pool Studio and Adobe Photoshop for modeling and texture work.
- Built custom texture maps and visual assets to support high-quality design presentations and client approvals.
- Designed graphics and maintained the company website using HTML/CSS to showcase portfolio work and services.
- Coordinated project meetings, schedules, and documentation with staff, clients, and subcontractors to keep projects on time.
- Managed office correspondence, phone calls, and business records to support daily operations.

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## Current Side Hustles

Small Business Owner | Seasonal

09/2017 to Current

Genesis 7 (Irrigation Installer and Repairs) Woodville, Texas

- Designed efficient irrigation layouts for residential irrigation systems.
- Created proposals outlining cost estimates for installing or repairing irrigation systems.
- Managed a team of technicians responsible for performing repairs on irrigation systems.
- Processed building permit requests using specialized software systems.
- Handled all accounting and business related matters.

Small Business Owner | Online Shop

1997 to Current

Digital Monkey Woodville, Texas

- Small business / graphic design service related to laser engraving and print on demand merchandise.

## Software Experience

- Adobe Photoshop (10+ years)
- Adobe InDesign (10+ years)
- Adobe Acrobat DC (10+ years)
- AutoCad (10+ years)
- CorelDRAW (10+ years)
- WordPress / Elementor (10+ years)
- HTML / CSS (10+ years)
- Microsoft Word, Excel, PowerPoint, Outlook (10+ years)
- Procede / Excede DMS
- Pro Contractor Studio (8 years)
- Windows OS; Procede / Excede DMS

## Education

**Bachelor of Science** – Industrial Technology, Graphic Science (AutoCAD)

East Texas A&M University, Graduated 05/1991