

PAMELA TAMAYO

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EDUCATION

Boston University
College of Communication
Boston, MA
B.S. Communication
Concentration in Advertising
May 2007

Boston University
London Internship Programme
London, England
Advertising, Marketing & Public
Relations Track
May - August 2006

COMPUTER SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Quark Xpress
Macromedia Dreamweaver
Macromedia Flash
Microsoft Office

INTERESTS

Dancing and Performing,
Fashion, Hip-Hop and Pop
Culture, 20th Century Modern
Art, Creative Design, New York
City History, Filipino Culture,
Travel through Europe and Asia

EXPERIENCE

createthe Group • New York, NY
Designer • September 2007 – Present
Create interactive solutions for e-commerce and brand websites, as well as strategic online marketing campaigns for luxury, fashion and retail brands such as The New York Times T Style Magazine, Ports 1961, Calvin Klein, Salvatore Ferragamo, Cusp, and Secret Obsession.
Project Management Intern • May 2007 – August 2007

Dr. Kevin Leo Nadal, Ph. D • New York, NY
Freelance Graphic Designer • August 2008 – Present
Design promotional work for local comedian, activist and psychology professor. Currently developing book cover for Dr. Nadal's first published text book.

Boston University - College of Communication • Boston, MA
Teaching Assistant for Design in Communication Course •
January – May 2007
Assisted students with assignments through regular office hours. Participated in class lectures, project critiques and tutorials for Adobe Creative Suite 2.

The Pohly Company • Boston, MA
Ad Sales & Promotions Intern • January – May 2007
Maintained competitive tracking and prospective data for company publications. Assisted Associate Publisher in research to increase existing advertising revenue and win new advertising business. Supported Marketing & Promotions Manager in creation of sales collateral, presentations and other projects. Attended weekly traffic, mapping and creative meetings as well as department check-ins.

Fusion Hip-Hop Dance Troupe • Boston, MA
President • November 2005 – January 2007
Produced promotional work and website for Boston dance troupe. Directed and choreographed annual hip-hop showcases (November 2005 and 2006). Maintained relations with all performers and corporate sponsors. Oversaw all organization funds and maintained account activity.
Vice-President • November 2004 – November 2005
Member and Performer • October 2003 – May 2007

BU Filipino Student Association • Boston, MA
Vice-President/Treasurer • September 2005 – May 2006
Created promotional work, print material and website for Boston University cultural association. Managed, coordinated and choreographed biannual cultural showcases. Oversaw all organization funds and maintained account activity.
Member • September 2003 – May 2007

AdLab • Boston, MA
Art Director • September – December 2006
Conceptualized and designed promotional material for 11th Annual "Do It Your Damn Self" National Youth Film Festival

Albion Communications • London, England
Planning & Creative Intern • June – August 2006
Conducted secondary market research for clients such as Skype and National Gallery. Assisted in writing creative and tissue briefs for creative teams. Worked with creative teams on campaign concepts, online virals, merchandise design and direct mailers for various Albion clients.