

# 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.