ALEXANDRA TOMITA

alexandra.tomita00@gmail.com | alexandratomita.com | www.linkedin.com/in/alexandra-tomita

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS — 2019-2023

Bachelor of Arts, Design | NCAA Division I Women's Golf Student-Athlete — Cumulative GPA: 3.773

Dean's Honor's List: Fall 2019, Winter 2022, Spring 2022-Spring 2023

EXPERIENCE

DIGITAL DESIGN INTERN
August 2024 - Current

Portland Trail Blazers @ the Rose Quarter

- Designed and developed 15+ landing pages for major Portland Trail Blazers campaigns using Figma and WordPress, creating immersive digital experiences that drive fan engagement and campaign success
- Designed 70+ targeted email campaigns reaching thousands of fans, to promote key initiatives across various fan segments, including retail customers, season ticket holders, and ticket package buyers
- Curated and published our weekly in-app newsletter for 35,000+ users, delivering the latest team news, promotions, and media updates to enhance fan engagement

CREATIVE INTERN
June 2024 - August 2024

Opus Agency

- Developed visual themes and attendee journeys for Fortune 500 event and conference pitches, crafting compelling narratives and design concepts that contributed to winning new business
- Designed client-ready graphics and visuals using Adobe Illustrator and Photoshop, including pitch renderings and event posters

GRAPHIC DESIGN AND MARKETING SPECIALIST
April 2024 - June 2024

UplinkSpyder Inc.

- Led the design and development of social media and physical marketing materials for a nonprofit organization, resulting in a 23% increase in community engagement and attendance
- Designed graphics for social media posts and email marketing campaigns, reaching nearly 2000 subscribers to drive promotional success across multiple digital platforms

PROGRAMS MARKETING AND EVENT PRODUCER
November 2022 - June 2023

University of California, Davis

- Designed and published 40+ event and registration pages on the Cal Aggie Alumni Association website using Canva and SiteFarm, to attract over 200 attendees to participate in the events throughout the year
- Utilized Adobe Illustrator to design various graphics for alumni swag such as tote bags, stickers, and portfolios, representing the UC Davis identity and fostering the university's culture

DESIGN AND MARKETING ASSOCIATE
November 2022 - June 2023

TEDxUCDavis

- Designed marketing content for Instagram, Facebook, and LinkedIn using Adobe Illustrator and Canva, contributing to a successful campaign that attracted 6 notable guest speakers and over 200 participants
- Collaborated with over 20 students across various departments to formulate the program timeline and requirements to ensure the event is hosted on the announced date and within the budget

SKILLS

Skills: Adobe Creative Suite, Figma, WordPress, Microsoft Suite, Knak, Asana, Google Analytics

Programming Skills: HTML5/CSS3, Tailwind CSS, JavaScript, Processing, Python, Google Cloud Platform