

JOY AOKI

PROJECT MANAGER • ART DIRECTOR • TEAM LEADER • PROBLEM SOLVER

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EXCEPTIONALLY ORGANIZED WITH ATTENTION TO DETAIL

EFFECTIVE AND ASSERTIVE “ON THE GROUND” LEADER

STRONG ABILITY TO TRANSLATE DATA INTO COMMUNICATION

MULTI-DISCIPLINE EXPERTISE AND EXPERIENCE

EXCELLENT COMMUNICATION AND PEOPLE SKILLS

“She is extremely devoted to get the job done without sacrificing quality. She was, without a doubt, my lifesaver during the extent of our time together.”

– Chloe Eady, former Marketing Manager at Transamerican Manufacturing Group

AREAS OF EXPERTISE

- Departmental Project Management
- Marketing/ Advertising Strategies
- Annual and Multi-Year Planning
- Staff Vetting, Hiring and Management
- Press Releases/ Internal Communications
- Adobe Creative Cloud/ html/ CSS
- Project Management Software
- Microsoft 360
- Policy and Procedure Formation
- Merchandising and Promotions
- Production-Workflow
- Budgets-Accounting
- Copy/ Feature Writing
- Photography and Imaging
- Digital Asset Management
- Amazon Vendor Central

ACCOMPLISHMENTS

- Successful front-to-back management of design team – led department to “Employee of the Month” twice in three years (out of 1000+ total workforce)
- Directed team in creating 200-foot show booth featuring eight brands, five vehicles and a total of 680+ individual projects within three months
- Selected as UDO Award winner representing Urgency-Discipline-Ownership
- Created and implemented new processes, libraries and workflow standards
- Given nickname “The System” by staff

CURRENT POSITION // SUMMARY

Marketing Project Manager of nine brands at Transamerican Manufacturing Group (TMG), an industry leader in the off-road/Jeep automotive aftermarket industry:

Pro Comp Suspension	Pro Comp Wheels	Pro Comp Tires
Smittybilt	Poison Spyder	G2 Axle & Gear
Trail Master Suspension	Rubicon Express	LRG Rims

MANAGEMENT

EFFICIENT

ETHICAL

ORGANIZED

ADAPTABLE

ASSERTIVE

CREATIVE

COLLABORATIVE

ACCOUNTABLE

MULTI TASKER

DESIGNER

WRITER

PHOTOGRAPHER

PHOTOSHOP

INDESIGN

SPREADSHEETS

PRESENTATIONS

JOB HISTORY

2013-CURRENT

TRANSAMERICAN MANUFACTURING GROUP

Project Manager
Art Director

2010-PRESENT

HEAL THE BAY'S BEACH REPORT CARD

Art Director
Copy Editor
Data Support
Graphic Designer

2011-2013

GRAND GENERAL ACCESSORIES

Senior Graphic Designer

2000-PRESENT

FREELANCE

IHRSA Institute
Santa Monica Aquarium
LA Weekly
OC Weekly
Epitaph Records
UCLA
Santa Anita Racetrack
Del Mar Thoroughbred Club

1993-2010

OBC PUBLISHING CO.

Production Manager
Graphic Designer
Copywriter

EDUCATION

ART CENTER COLLEGE OF DESIGN

CURRENT / PREVIOUS RESPONSIBILITIES

Day-to-day management

- Controls workflow using project management software (WRIKE)
- Coordinates projects with Retail, R&D, Web/Social Media, Sales and Wholesale
- Takes lead in pre-production: determines selling points, data, pricing and scheduling by liaising with New Products Department and R&D
- Writes, edits and proofs copy for packaging, advertising and sales
- Writes and distributes new product Press Releases and Internal Communications
- Directs progress on live projects to completion: Signs off projects on design, accuracy, specs and stakeholder requirements; ensures projects are delivered on time to spec; follows through to Receiving and Inventory

Vendors and Editorial Partnerships

- Meets with printers and vendors to develop new relationships and pricing deals
- Establishes relationships with editors and social media influencers to cover products as features; submits and processes free goods

Production and Accounting

- Organizes simultaneous production plans for advertising, merchandising, promotions, catalogs, web, social media, events and motorsports; develops short- and long-term schedules across nine brands; identifies and resolves potential scheduling conflicts
- Documents staff usage; creates spreadsheet reports of micro and macro use of talent
- Oversees project quoting, budgeting, purchase orders and invoicing; maintains library of past pricing to forecast future project costs and savings
- Creates annual Advertising Schedule with fluid monthly/yearly spend data; determines contents based on New Product and Promotion support; monitors accounting and vendors to make sure invoices are paid and brand spend is accrued accurately

Asset management and workflow efficiency

- Reformats server libraries so stakeholders can find creatives; establishes naming conventions and folder structures consistent across brands
- Creates new workflow structure within department for efficiency and accountability
- Creates and administrates brand image/asset digital libraries

Supervision of employees and department standards

- Creates and maintains written standards in professional/ethical behavior and performance; conducts bi-annual reviews; champions or disciplines staff, when necessary
- Writes, implements and updates Best Practices rulebook, brand style guides and standardization of industry-related terms
- Vets applicants via phone, in-person interviews and skills test
- Trains junior/intermediate designers on consistency, concepts, messaging, targeting audiences, strategies and workflow efficiency; brainstorms with senior designers; instructs and monitors design contractors

CONTACT

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