Trish Bellardine

MULTIMEDIA | (818) 339-3630
DIGITAL MARKETING | Trishid.com | Trudesigns.co
BUSINESS DEVELOPMENT GURU | trishbellardine@trudesigns.co

Skills

Business developer, creative thinker, problem solver, organized, credible, transparent communication w/ empathy, motivated by self & motivated targets, resilient, deadline-driven, stratigic operational implenetaions, latest technical proficiency, cyber security, budget and financing management, data and analytical processing, product development, project management, software developer, software engineering, application devloper, UX/UI design, prototyping wireframes, and mockups, brand development, packaging, print ready design, tradeshow event planning, merchendise production, user focused, data-driven, tech & social media savvy, all SEO, PR, Google Ads, PPC, CRM, YouTube retargeting, affiliate marketing.

Work Experience

PARAGON IMPLANT
Los Angeles, CA (2022-Present)
Director of Web Marketing & IT Integrations
•Oversee ERP/CRM/Web/Marketing/IT Software implementation and integrations
•Develop branding and awareness
•Product development
•Produce all engineering & design
•Establish & maintain all online marketing platforms such as social media accounts & paid ad accounts

TRU DESIGNS LLC
Los Angeles, CA (2011-Present)
Owner/Creative Advisor & Implementor
•Offer digital marketing services
•Business consulting services
•Brand development services
•Design & UX/UI services
•Product development services
•Web development services
•Develop & partnered in multiple business ideation and endeavors
•Inovate & expand creative talents & services
•Establish and grow multiple businesses
•Engage with multiple founders & establish long term partnerships and contracts
• Long-term retainers & short-term contract projects

SOTRU SHOP
Los Angeles, CA (2022-Present)
Founder/Business Partner
•Business consulting
•Brand & product development
•Design UX/UI deliverables
•Web development
•Digital marketing
•Run e-commerce & maintain inventory
•Ship orders, and oversee customer service
•Track customer engagements & advise creative solutions
•Event planning, vendor booths, tradeshows, & project planning
•Establish relationships w/ brick & mortars to sell our products

THE BUDGROWER
Los Angeles, CA (2021-2022)
Director of Digital Marketing
•Consolt & revised business operations & infrastructure
•Manage all websites & marketing aspects of social platforms & paid ads (FB, IG, Youtube, Google, affiliate marketing.)
•Web building & web maintenance
• Establish celebrity partnerships
•Create & oversee all digital assets
•Improve SEO & UX/UI
•On-boarding employees
•Establish new brand elements
•Executed on product development & product launches

SYNERGY INFOSEC
Los Angeles, CA (2020-2022)
VP of Operations and Marketing
•Develop the MVP of the company's Cyber Security Application
•Brand Development
•User flows, User Journey, Sitemaps
•Setup & manage Social accounts
•Content Marketing Blogs Weekly
•Oversee Software developers, content writers & sales
•Project management, hire & grow teams
•PPC/SEO

NIZNICK ENTERPRISE
Los Angeles, CA (2019-2022)
Multi-Media Developer
•Brand development
•UX/UI deliverables
•SEO strategies to build an online presence
•Web development

ACROMIL
Los Angeles, CA (2019-2022)
Web Developer
•Brand Development
•UX/UI Deliverables
•Web development
•IT Support

IMPLANT DIRECT
Los Angeles, CA (2013-2017)
Lead UX/UI Designer & Developer
•Produced UX/UI deliverables
•Conduct user research, present data & reports for measurable impact on design changes
•Reduced drop-off rates & increased web traffic
•Ensure SEO best practices
•Designed & maintained 12 international marketing & e-commerce websites

LA COUNTY RR/CC GOVERNMENT LEGISLATIVE DEPARTMENT
Los Angeles, CA (2011-2013)
Lead UX/UI Designer & Web Developer
•Redesign LAVOTE.net website
•Produced UX/UI deliverables
•Conduct user research and designed for the new VSAP voting systems
•Designed print material for the 2014 voting elections
•Assisted with tradeshow events & the outreach team
•Assessed & advise on new operational workflows in the organization

Education

•***Google Certification (2020)***
•***Digital Marketing Certification (2020)***
•***SEO Certification (2019)***
•***Bachelor of Science (2019)***
Graphic & Web Design, Web concentrated
The Art Institute Ca - Hollywood
•***UX Certification (2015)***
Nielsen Norman Group - Austin, TX
•***Associate of Arts (2011)***
Web Interactive Media Design
The Art Institute CA - Santa Monica
•***Associate of Art (2008)***
Child Development/Psychology
Moorpark College - CA

Awards

•President's List 4.0 GPA
•Best of Quarter: Production Design Team
•Best Web Designer in Santa Clarita