

[www.Marissalbanez.com](http://www.Marissalbanez.com)



## why hire me?

- No one stays at an organization for the past 23 years and climbs the ladder to her dream job from Secretary to Creative Manager without a mix of creativity, perseverance and an open mind.
- I have a proven track record of developing concepts and pitches for multimedia as part of larger content marketing campaigns that work across print, digital, social and mobile platforms.
- Given hard tasks with little to no deadlines, I've learned, adapted and produced high-quality levels of work while maintaining a happy and productive environment for my team members.
- I am capable of delegating work to a team of professionals without micromanaging. But if the task is too great for anyone on my team, I lead by example: I can rollup my sleeves and do the work to keep all cylinders running.
- I am a creative lead who's able to direct live action, tell stories through video and bring photographers the vision necessary for your product to outshine the competition.
- To develop a brand is half the battle; I've managed several brands over 18 years and have maintained a level of quality while keeping within the vision of each organization's leadership goals. I've kept the brands fresh, current and always familiar to stakeholders.
- I have over 20 years of solid experience as a client-facing creative lead with a proven track record of strong strategic thinking, including experience in corporate, non-profit, consumer and B2B.



**Marissa N. Ibáñez**

3303 Glenwood Rd.  
Brooklyn, NY 11210

(917) 584-7289

[CreativityLives@Marissalbanez.com](mailto:CreativityLives@Marissalbanez.com)

[www.Marissalbanez.com](http://www.Marissalbanez.com)

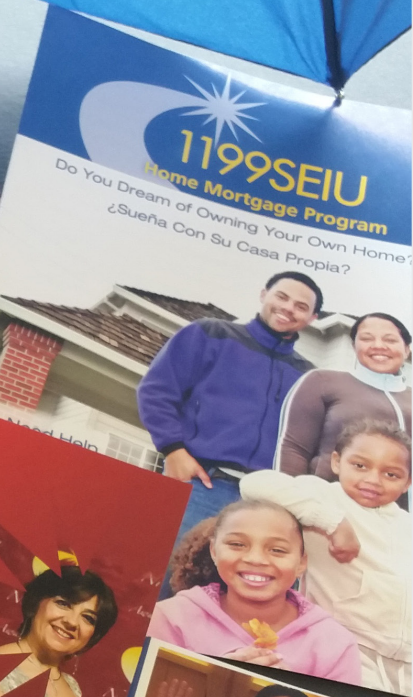


# Marissa N. Ibáñez

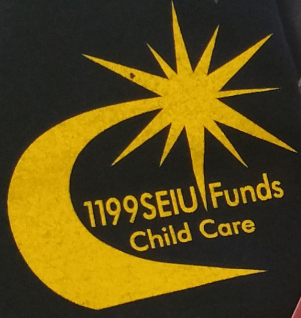
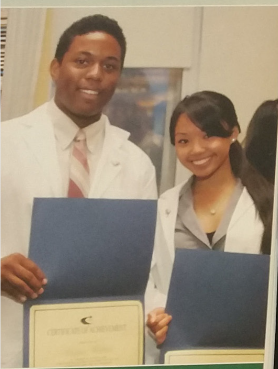
A native of the Republic of Panama, Marissa is as fluent in Spanish as she is in her command of the English language. Raised in New York City, Marissa is a Brooklynite who cheers for the Mets and believes there's no team finer than the Nets. At the age of 19, she began her career at the New York City Fire Museum. Responsible for the growth of the museum's gift shop, her first project was to create a catalog of goods that museum members could purchase. Not knowing how to design at the time, she didn't let that hold her back. Instead, she forged on by teaching herself the software that enabled her to complete the task successfully. If there's one word to describe Marissa, it would be "tenacious." She never gives up and she never folds — she arms herself with knowledge, surrounds herself with a team of individuals who can make the vision a reality and moves forward with a can-do attitude.

For the past 23 years, Marissa has been an integral part of the Communications team for the 1199SEIU Funds, which provides comprehensive benefits to members of one of the nation's largest unions, 1199SEIU United Healthcare Workers East. She approaches her responsibilities at the Funds not only as an employee but as a member who is receiving the same quality of care that's afforded to and enjoyed by millions of Union members. Armed with a passion for design, Marissa's been afforded the opportunity to develop signature brands for an impressive array of clients like the United Covenant Churches of Christ, the Tabernacle of Praise Cathedral, TAMU and the NYC Pilot Shop. Whether your organization is large or small, she will treat it with the care, respect and attention it deserves, and will work hard to bring your vision to reality.

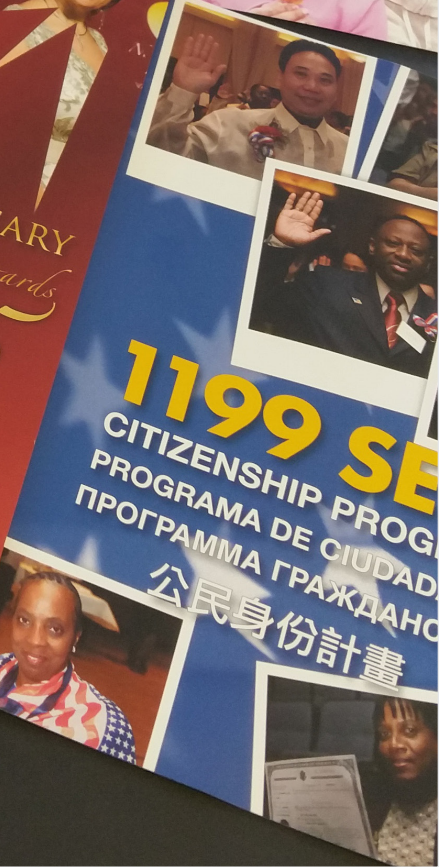
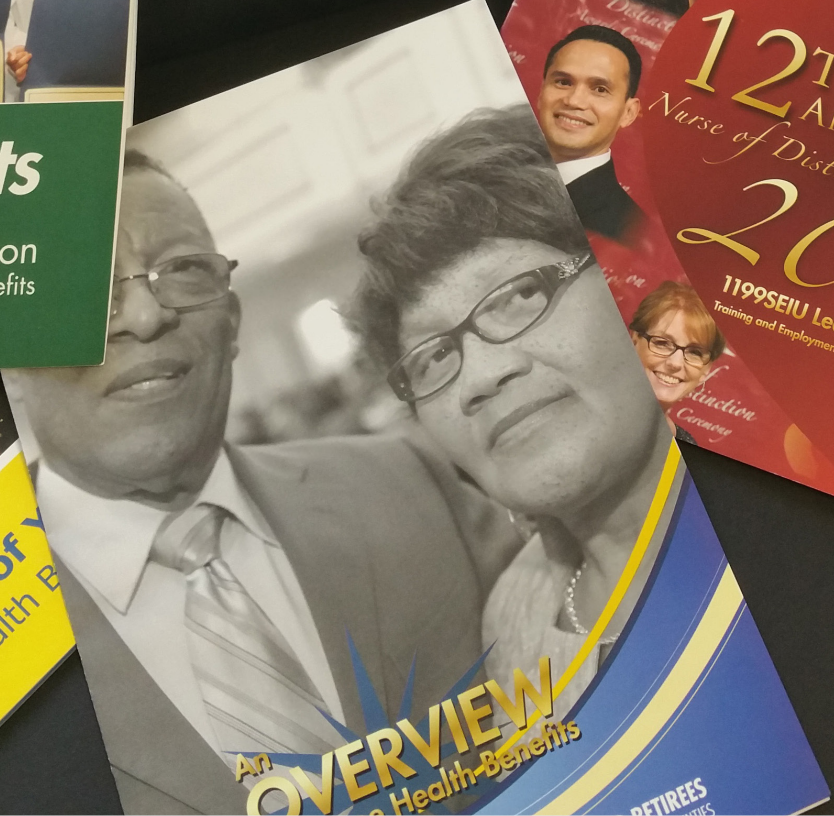
Marissa's motto is: If you can envision it, MNI Designs can create it, because  
**CreativityLives@Marissalbanez.com.**

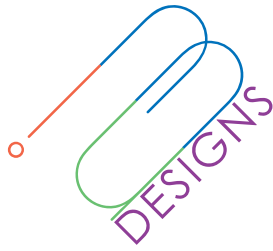


/Employer  
are Fund



enefits  
Description  
d Youth Benefits





[www.Marissalbanez.com](http://www.Marissalbanez.com)  
[CreativityLives@Marissalbanez.com](mailto:CreativityLives@Marissalbanez.com)  
(917) 584-7289

## skills



# Marissa N. Ibanez

## experience

1199SEIU Funds

### Creative Manager, COMMUNICATIONS ◀ APRIL 2019 – PRESENT

- Head the Design Department, facilitating all design implementation in support of departments/brands of the three 1199SEIU Funds
- Create and revise graphics for various marketing elements, including: branding, advertising, collateral, packaging, web, motion graphics, video, email, promotional products, internal events, signage and visual displays
- Develop and maintain brand standards and oversee compliance company-wide, ensuring consistent visual brand experiences across all three Funds
- Collaborate with the writing, editing and production teams, guiding conceptual design discussions and development for brands, products and services
- Manage production specifications and materials, bidding/negotiating pricing and the printing and production of materials
- Secure and maintain relationships/projects with consultants, freelance designers, photographers and video production crew
- Coordinate photography and video production schedules and budgets
- Art direct off-site and in-house photography and video shoots
- Perform and give direction for photo editing, retouching and color correction, and prepare photography for print, web and social media
- Oversee management of photo and video archive
- Technically direct live and taped segments with off-site audio/visual engineers, camera operators, lighting and rigging operators
- Excellent interpersonal skills, including oral and written communications, and relationship management ranging from subordinates, to peers, to executives

### Senior Graphic Designer, COMMUNICATIONS ◀ AUGUST 2008 – APRIL 2019

Graphic Designer, COMMUNICATIONS ◀ MARCH 2002 – AUGUST 2008

Administrative Assistant, EXECUTIVE COMMUNICATIONS ◀ DECEMBER 2000 – MARCH 2002

Administrative Secretary, 144 DIVISION ◀ NOVEMBER 1998 – DECEMBER 2000

Secretary, OFFICE SERVICES ◀ DECEMBER 1996 – NOVEMBER 1998

## education

SUNY Empire State College, JULY 2017

B.A., The Arts with a concentration in Graphic and Multimedia Design

## Healthcare

1199SEIU Benefit and Pension Funds

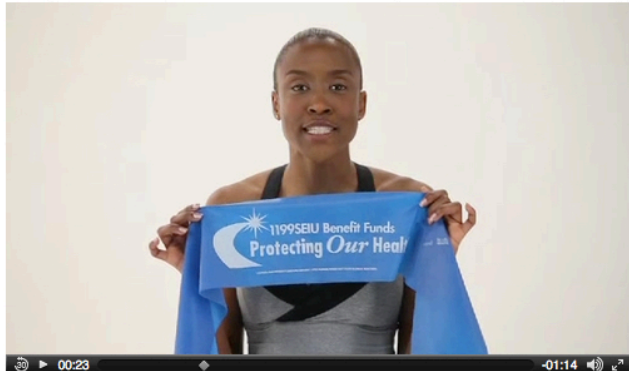
- ### Fund Overview
- Protecting Our Health
    - Nurse Helpline and Health Coaching
    - Wellness Program
    - Member Assistance Program
  - Live Healthy
    - Get Fit, Eat Right
    - Get to Know Your Doctor
    - Get Screened, Live Healthy
    - Get Fit with the 1199SEIU Resistance Band Total-Body Workout
  - Prenatal Program
  - Protecting Our Health Calendar
- ### Providers
- Behavioral Health
  - Keeping Your Coverage
  - Healthcare Stories
  - Benefit Descriptions
  - Calendar – Healthcare

## Get Fit with the 1199SEIU Resistance Band Total-Body Workout

As healthcare workers, we know how hard it is to find time to exercise – and how important it is to try! That's why we created the 1199SEIU Resistance Band Total-Body Workout. The DVD includes workouts for beginner, intermediate and advanced levels, and each takes only 15 to 20 minutes. This low-impact workout can be done anywhere, anytime – and it's fun! To receive your own workout DVD and resistance band, just attend a health workshop at the Fund or at your institution. Check with your Outreach Coordinator to find out about upcoming workshops. For a sneak preview of the workout, check out the video below.



This video requires the QuickTime plugin in order to view. If you currently do not have the QuickTime plugin, please download it [here](#).



### Benefit Finder

Find out if you are eligible for these benefits

### Program Calendar

- June 02, 2015**  
Maimonides Medical Center - Health Awareness Day
- June 03, 2015**  
Kingsbrook Jewish Medical Center Health Fair

For More Information About Your Benefits Log In To Your 1199SEIU Account

### Member Log In

My Account

## Consumer Reports

The Partnership Campaign Helping You Make Informed Choices about Your Healthcare

[Learn More](#)





# CARE FOR KIDS GALA

1199SEIU/EMPLOYER CHILD CARE CORPORATION

AN EVENING TO BENEFIT THE  
FUTURE OF AMERICA LEARNING CENTER  
AND THE  
1199SEIU/EMPLOYER CHILD CARE CORPORATION

## HONORARY GALA CHAIRS

**GEORGE GRESHAM**  
PRESIDENT,  
1199SEIU UNITED HEALTHCARE  
WORKERS EAST

**BRUCE MCIVER**  
PRESIDENT,  
LEAGUE OF VOLUNTARY HOSPITALS  
AND HOMES OF NEW YORK

**VIVIAN FOX**  
PRESIDENT,  
1199SEIU/EMPLOYER  
CHILD CARE CORPORATION

## HONORING

**CHELSEA CLINTON**  
VICE CHAIR,  
CLINTON FOUNDATION

**ANCHINI**  
MAN AND  
VICE OFFICER,  
HEALTH, INC.

1199SEIU/EMPLOYER CHILD CARE CORPORATION  
PO BOX 1000  
NEW YORK, NY 10001

# CARE FOR KIDS GALA

## RESPONSE CARD

### TABLE RESERVATIONS

- Platinum \$40,000
- Gold \$20,000
- VIP placement of a full-page ad in the Care for Kids Journal
- VIP placement of a full-page ad in the Care for Kids Journal
- Placement of a full-page ad in the Care for Kids Journal
- Placement of a full-page ad in the Care for Kids Journal

### TICKETS

Table Premium Seating of \$1,000  
General Seating of \$700

### CONTRIBUTIONS

Make your check payable to 1199SEIU/EMPLOYER CHILD CARE CORPORATION  
Each \$500

### JOURNAL ADS

Photo below for full-page purchase in the Care for Kids Journal  
and your ad should be submitted to the reservations department  
at least 10 business days prior to the event. Space is limited and subject to change.  
The receipt of ad is final. November 7, 2014

DECEMBER 9, 2014 6:00PM  
AT  
EDISON BALLROOM  
10 WEST 47TH STREET  
BETWEEN 7TH AND 8TH AVENUES)  
RECEPTION: 6:00PM  
DINNER AND AWARDS CEREMONY: 7:00PM  
DRESS CODE: BLACK TIE OPTIONAL  
DONATE YOUR RESPONSE CARD

# CARE FOR KIDS GALA

1199SEIU/EMPLOYER CHILD CARE CORPORATION

EMPOWERING TODAY'S CHILDREN WITH  
THE KNOWLEDGE FOR TOMORROW

TUESDAY, DECEMBER 9, 2014 + 6:00 PM

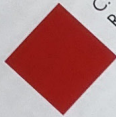




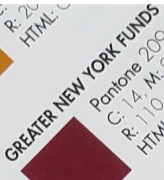
**SECONDARY COLORS (For all Funds)**



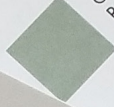
Pantone 321  
C: 100 M: 2 Y: 32 K: 12  
R: 0 G: 139 B: 149  
HTML: 008895



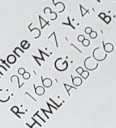
Pantone 1807  
C: 7 M: 94 Y: 65 K: 31  
R: 158 G: 48 B: 57  
HTML: 9E3039



**GREATER NEW YORK FUNDS**  
Pantone 209  
C: 14 M: 94 Y: 36 K: 14  
R: 110 G: 39 B: 61  
HTML: 6E273D



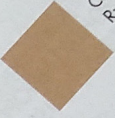
Pantone 5635  
C: 29 M: 8 Y: 25 K: 24  
R: 150 G: 167 B: 151  
HTML: 96A797



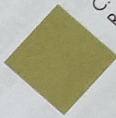
Pantone 5435  
C: 28 M: 7 Y: 4 K: 12  
R: 166 G: 188 B: 198  
HTML: A6BCC6



Pantone 329  
C: 100 M: 8 Y: 30  
R: 0 G: 103 B: 90  
HTML: 00675A



Pantone 7521  
C: 4 M: 29 Y: 30 K: 12  
R: 198 G: 166 B: 147  
HTML: C6A693



Pantone 451  
C: 17 M: 13 Y: 45 K: 34  
R: 154 G: 153 B: 117  
HTML: 9A996E



Pantone 644  
C: 41 M: 11 Y: 2 K: 6  
R: 147 G: 177 B: 204  
HTML: 93B1CC

Pantone 2748  
C: 100 M: 90 Y: 4 K: 12  
R: 3 G: 91 B: 115  
HTML: 031F73

**SIGNATURE**  
Pantone 2748  
C: 100 M: 90 Y: 4 K: 12  
R: 3 G: 91 B: 115  
HTML: 031F73

**TRAINING AND EMPLOYMENT**



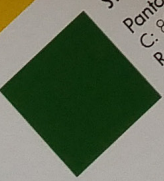
1199 SEIU Funds

**Graphic Identity  
Guidelines and Policies**

**CHILD CARE FUNDS**



**LOGO**  
Pantone 116  
C: 0 M: 12 Y: 100  
R: 254 G: 203 B: 0  
HTML: FECB00



**SIGNATURE**  
Pantone 555  
C: 82 M: 13 Y: 64 K: 45  
R: 32 G: 108 B: 73  
HTML: 26C49

1199SEIU

21<sup>F</sup>  
ROOL



1199SEIU Benefit and Pension Funds



Communications

Healthcare Education Project



Outreach



Visionary

Honest

Kind Teacher

Compassionate

CELEBRATE THE 50<sup>TH</sup> BIRTHDAY

Caring

Worshipper

Husband

Counselor

D.Min. M.P.S.

Mentor



Savior

Presiding

Prelate

OF

BISHOP ERIC D. GARNES

MAN OF GOD

Servant

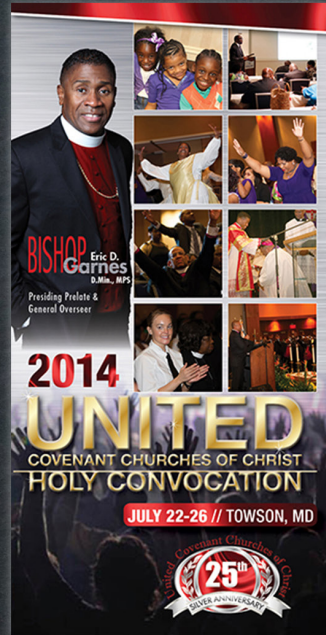
LEADER

Friend

Brave

AZZHER

SYMPATHETIC





# SIMPLY NICKKI

PRESENTED BY THE HAIR SPA, LLC



[ABOUT](#)

[GALLERY](#)

[CONTACT](#)





**Marissa N. Ibáñez**

3303 Glenwood Rd.  
Brooklyn, NY 11210

(917) 584-7289

[CreativityLives@Marissalbarez.com](mailto:CreativityLives@Marissalbarez.com)

[www.Marissalbarez.com](http://www.Marissalbarez.com)