



Alicia Porras

Digital Media Specialist

Contact

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Education

University Of Houston | 2019

- Bachelor of Science in Digital Media with Print and Packaging Emphasis
- Minor in Organizational Leadership and Supervision

Honors & Awards

Graphic Excellence Award |

- Brand Variable Data Printing
- Women in Digital Media

Personal Skills

- Fluent in Spanish
- Strong technical writing abilities
- Highly organized
- Fast learner and adaptable
- Ability to work well in a team

Technical Skills

Adobe Creative Cloud |

- Illustrator, InDesign, Photoshop, Acrobat DC

Microsoft Office |

- Word, Powerpoint, Excel

Packaging |

- ArtiosCAD, Esko Studio Visualizer

RR Donnelley | Operations Associate - June 2019 to Present

Prepress Operator |

- Reviewed files from clients and checked for thoroughness and completeness prior to the plate making process.
- Identified missing or problematic components and communicated them to appropriate personnel.
- Manipulated the format of print jobs to suit dimensions of the paper while also including trims, bleeds and other marks.

Marketing & Design |

- Collaborated with the plant President and Sales team to develop projects to obtain new clients.
- Designed pieces that followed company branding such as postcards, calendars and marketing packages.

Project Management |

- Managed mailing, digital and offset projects from end to end.
- Monitored progress of projects throughout production and worked closely with multiple departments to ensure the end product met customer requirements and company standards.

Outsourcing |

- Sourced and negotiated pricing with merchants.
- Analyzed bindery production needs and scheduled jobs for internal production or to be outsourced to a supplier.
- Facilitated the completion of projects with various vendors by providing artwork, die lines and giving specific finishing instructions.

Healthcare Manager |

- Provided daily reports to sister production facilities and determined if new job assignments were necessary.
- Examined production output with all department directors in order to meet tight healthcare deadlines.
- Created new SOPs to successfully produce and deliver on immense jobs in the millions.

Accounting |

- Maintained and balanced multiple accounts for the Houston facility in preparation for month end closing.
- Corrected and input daily time sheets for multiple departments.