

# IVAN VEJAR

tel 562.537.6851

email [ivan@ivanvejar.com](mailto:ivan@ivanvejar.com)

url [www.ivanvejar.com](http://www.ivanvejar.com)

## Profile

Bilingual Spanish/English photography instruction and sales.  
Computer skills include Photoshop CS3, Adobe Lightroom, Adobe Illustrator.  
Achieved over \$3,000,000 in sales from 2006-2009 in current position.

## Experience

### **Sales Manager, Swank Audio Visuals**, Garden Grove, CA Feb 2006-Feb 2009

Managed all audio visual sales for Garden Grove Hyatt Regency Resort and Conference Center. Built and maintained relationships with clients, vendors and hotel sales and service staff. Responsible for creating equipment packages to target specific types of clients, and providing photography, content, and design for sales packets. Analyzed sales data monthly, with Audio Visual sales team, and implemented ongoing strategies to increase sales. Aided in budget planning for 2007 through present.

### **Guest Photography Lecturer and Critic, Biola University**, Los Angeles, CA Dec 2005

Lectured on preparing for the pitfalls of the contract photography business. Facilitated discussion with students.

### **Consultant/Contract Photographer/Videographer**, Long Beach, CA May 2000-Present

#### **CJL International**, Long Beach, CA

Designed a website, fliers, brochures and graphic art for collectible plates.  
Created banner art and branding for trade show presentations.  
Developed direct marketing strategies.

#### **Propix**, Long Beach, CA

Event, commercial and wedding photography and video production.  
Developed direct marketing strategies.  
Setting up and tearing down audio and lighting equipment for events.

#### **Chevrolet Motors**, Los Angeles, CA

Digital location photographer.

#### **Specialty Labs**, Ventura, CA

Digital location photographer.

#### **Davis Colors**, Los Angeles, CA

In-studio digital product photography.

#### **Trevor Project**, Los Angeles, CA

Event photography for charity fundraiser (Cracked X-mas 2005 through 2007).

Celebrity photography for online and print collateral materials.

#### **Catherine Hardwicke**, feature film director, Los Angeles, CA

Documentary video camera operator.  
Scouted locations and scheduled interviews with subjects.

#### **Kodak Processing Labs**, Santa Ana, CA

Digital restoration of photographic slides.

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## **Director of Art and Marketing, Tuttle Cameras**, Long Beach, CA Mar 1999-Sept 2005

Developed marketing strategies to increase in-store and on-line sales.  
Created brand logo for all marketing, signage, and advertising materials.  
Responsible for all photography for advertising and in-store signage.  
Designed and performed website maintenance.  
Created in-house restoration service.  
Trained and managed employees on new marketing initiatives and services.  
Installed and maintained a cross-platform wireless network (Macintosh and PC).  
Created and implemented digital lab and photography services.  
Designed curriculum for teaching film and digital photography.  
Created first store website.  
Digital photography consultant to retail store and individual accounts.  
In-house commercial and portrait photography services.  
Created signage and provided technical and sales support for trade shows.  
Scanned and corrected film and slides.

## **Owner, Johnny-Come-Lately Music**, Long Beach, CA Apr 1994-Dec 2000

Graphic Designer  
Co-creator and co-owner of music publishing company.  
Co-creator, guitarist, songwriter and vocalist of touring rock band.  
Art design and photography for t-shirts, posters, CDs, vinyl records and other marketing materials.  
Managed sales of merchandise.

## **Photographer and Lab Technician, Motophoto**, San Diego, CA Nov 1995-Apr 1996

Commercial and portrait photographer.  
One hour color photo lab technician.  
Maintained RA-4 color printer chemicals and paper.  
Maintained RA-4 chemical temperature within required limits.  
Resident black and white lab technician.

## **Photographer, Busco-Nestor Studios**, San Diego, CA Jun 1995-Nov 1995

Set-up of photographic equipment at schools and events.  
Photographer of students at primary and secondary schools.  
In-studio Photographer of high school seniors.

### Education

Point Loma Nazarene University, San Diego, CA, Graduated May 1995, BA Studio Art.

### Skills

Bilingual English/Spanish, digital photography, 35mm photography, medium format photography, Macintosh OS X, Windows XP Pro, Word, Excel, PowerPoint, Photoshop CS3, Adobe Illustrator, Adobe Lightroom.

### Referrals

Available on request.