

# PRISCILLA KALUGDAN



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## KEY QUALIFICATIONS

Marketing professional with over eight years of experience in integrated marketing communications management. Includes tactical and strategic experience in collateral development, art direction, web design, project management, events planning, and team leadership.

## EDUCATION

**University of California, Berkeley**  
Bachelor of Arts, Sociology, 1992

### UC Berkeley Extension

Integrated Marketing Communications, 2001  
Desktop Design Studio: Quark, Illustrator, Photoshop, 1996  
Macro/Microeconomics, 1995  
Calculus, 1995

### Other Coursework

Photoshop 6, 2001  
Video Field and Edit, 2001  
Adobe GoLive 5, 2000  
Essentials of Printing and Prepress, 1999  
HTML courses, 1998

## SOFTWARE EXPERTISE

*Adobe:*  
Illustrator 9, Photoshop 6, Acrobat 4,  
GoLive 5, LiveMotion, Pagemill 3, Imageready, InDesign, After Effects, Premiere  
*Macromedia:* Freehand 9, Flash 5  
*Microsoft:*  
Office 2001, Powerpoint, Visio, Project, Access  
Quark Xpress 4.1  
FileMaker Pro  
Apple iMovie  
Signmate Express (vinyl graphics)  
Proficient on Mac/Windows platforms  
HTML, FTP, Knowledge of UNIX environment

## ACTIVITIES

Digital videography, Funk/Hip-hop dance, photography, papercrafts, collecting travel snowglobes

## URL'S

[www.geocities.com/sillichick](http://www.geocities.com/sillichick)  
[www.berkeley.edu/ucpolice](http://www.berkeley.edu/ucpolice)  
[www.berkeley.edu/oep](http://www.berkeley.edu/oep)  
[www.berkeley.edu/transportation](http://www.berkeley.edu/transportation)  
[www.askinfosys.net](http://www.askinfosys.net)

## EMPLOYMENT

### University of California, Berkeley: Berkeley, CA, 1992-present

#### Marketing Manager Public Safety & Transportation, 4/00 – present

- Manage creative and marketing services for all units of UC Police Department and Parking & Transportation
- Drive organization's marketing activities, including collateral design, project budgeting, strategy design, direct mail, internet presence, events planning, environmental graphics, vendor management, and staff supervision
- Interfaced with internal/external teams on marketing and public relations projects
- Established style guidelines for organization's name, logo, and programs
- Determined budget and program goals for marketing programs
- Served as media contact, developed press releases and coordinated press events

#### Marketing & Outreach Manager Parking & Transportation, 9/97 – 4/00

- Promoted to organization's management team; oversaw both the Marketing and Alternate Transportation units simultaneously due to lack of resources
- Planned and executed Parking & Transportation marketing activities
- Managed alternate transportation programs and retail commute store

#### Marketing Coordinator Parking & Transportation, 1/96-9/97

- Spearheaded the creation, development, implementation and operational start-up of the department's marketing unit to provide marketing and creative services for eight operational and administrative units
- Initiated integrated marketing communications strategy by developing look and feel of the department's publications and internet presence

#### Development Coordinator, Berkeley Trip, Alternate Transportation, 11/92-1/96

- Created marketing programs to promote use of alternate transportation
- Researched and applied for grant funding for transportation projects

## AWARDS

UC Berkeley Distinguished Service Award, 1997, 1998, 1999

## RELEVANT SKILLS AND EXPERIENCE

### Internet and Multimedia Development

- Developed infrastructure and visual design of the organization's web site using HTML/graphics applications
- Increased web site content to over 75 pages, added PDF forms, CGI scripts
- Initiated interactive GIS map development to display transit and safety information
- Produced multimedia presentations for staff meetings and public hearings

### Market Research

- Created on-line surveys to assess program participation and customer satisfaction
- Achieved 94% response rate on direct mail transportation survey of campus staff

### Events and Presentations

- Planned and directed event logistics for community outreach events
- Led training seminars for local companies to promote alternate transportation use
- Presented transportation information at new employee and student orientations
- Established promotional alliances with local vendors to provide special offers to organization's customers