

ANIFER PITA

I consider myself to be a creative thinker and structured problem solver. Throughout my career, I have developed a balanced approach to creating content that involves curiosity, deep listening, collaboration, research, and thoughtful design. I've worked on a wide range of marketing projects that have helped organizations visually express stories, information, and new ideas. Over the last 10 years, I've served c-suite leaders, executives, technical teams, and HR departments in the Technology, Architecture, and Urban Design industries.

I'm passionate about good design, working with kind people doing interesting things, the infinite process of learning, and communicating ideas with thoughtful visuals and words.

PORTFOLIO OF WORK

www.aniferpita.com

EDUCATION

Masters Global Strategic Communication and Art Direction, Miami AD School & Florida International University, 2014-2015

BA Marketing & Intl. Business, Florida International University, 2008-2012

TOP SKILLS

Content Design & Strategy
Presentation Design & Delivery
Project Management
Cross-functional Collaboration
Storytelling
Simplifying Complexity
Storyboarding & Layout Design
Writing/Editing
Teaching & Presenting
Video & Photography
Engaging Busy Executives
Building Trust with Diverse People

TECHNICAL ABILITIES

Adobe Suite (ID, XD, PS, AI, PR)
Keynote & Powerpoint
Google Drive
Microsoft Office Suite
Salesforce
Bilingual (SP/EN)

COMMUNITIES

SPUR, Member
Sivananda Yoga, 200 Hr Yoga Certified
Citizens Climate Lobby, Member
Garden for the Environment, Volunteer
Conservatory of Flowers, Volunteer

PERSONAL INTERESTS

Writing & Collage Art
Music & Literature
Sustainable Design
Architecture & Urban Design
Holistic Healing Practices
Herbal Medicine
Photography
Handlettering

CONTACT

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VISUAL COMMUNICATIONS MANAGER

MARCH 2021 – PRESENT

AIA SAN FRANCISCO AND THE CENTER FOR ARCHITECTURE + DESIGN — SAN FRANCISCO, CA

- Build and strengthen AIA San Francisco's role and reputation within the architecture and design community by overseeing a communications plan and translating Member and Public programs and events into high-impact visual communications.
- Provide creative design support for capital campaign and strategic activities, marketing initiatives, Board Meetings, and other projects.
- Develop and disseminate the organization's communication materials to members and the broader design community, including newsletters, website, press releases, ads, social media, surveys, promotions, and special publications.

SENIOR MARKETING COORDINATOR

JULY 2017 – JULY 2020

SOM (ARCHITECTURE, ENGINEERING, & URBAN DESIGN) — SAN FRANCISCO, CA

PREVIOUS POSITION: MARKETING COORDINATOR, JULY 2017 TO APRIL 2019

- Managed, designed, and produced complex proposals, marketing materials, graphics, presentations, project narratives, strategic communications, digital/print publications, and various award submittals.
- Collaborated with subject matter experts to produce marketing materials for business development initiatives.
- Worked with global MarCom and Graphic Design teams to update and train staff on the firm's new graphic/branding standards and project photography.
- Assisted in the West Coast roll out of a new Asset Management Software and developed protocol, best practices, and training materials.
- Drove adoption of Salesforce software to PMs and firm leadership.

PRESENTATION DESIGNER

FEB 2017 – JULY 2017

BRIGHTLINE TRAINS (EXPRESS INTER-CITY RAIL SYSTEM) — MIAMI, FL

- Collaborated with CMO, VP of Sales, and Environmental Graphics Designer to develop presentations and marketing collateral for the launch of Brightline to the public.

INTERNAL COMMUNICATIONS STRATEGIST + DESIGNER

NOV 2014 – OCT 2016

OPTIME CONSULTING (LOYALTY PROGRAM SOFTWARE + TECH MARKETING) — WESTON, FL

- Managed and designed internal communication projects including client pitches, website refresh, new blog, corporate learning program, content marketing (videos, whitepapers), Social Responsibility initiatives, and presentations.
- Developed and designed company wide messages to communicate internal activities.
- Led end-to-end content strategy and event production for an annual 1,000+ runner 5K benefitting local non-profit organizations in the arts and education.

SOCIAL MEDIA SUPERVISOR

APR 2013 – NOV 2014

OPTIME CONSULTING (LOYALTY PROGRAM SOFTWARE + TECH MARKETING) — WESTON, FL

PREVIOUS POSITION: SOCIAL MEDIA STRATEGIST, APR 2008 – APR 2013

- Managed social media and digital communication strategies for Optime.
- Designed bilingual content for workforce optimization companies in Latin America.
- Developed editorial calendars, engagement strategies, and paid social campaigns.
- Oversaw interns helping to publish, monitor, and generate creative content ideas.
- Designed & delivered presentations to clients & internal teams showcasing campaign strategy & performance results.