

Ginger Espinoza

985 Sonoma Ave. Apt G, Seaside, CA. 93955 | gingerangel02@gmail.com | 831.383.0861
gingerespinoza.design

Summary

Creative and results-driven Marketing, Communications, and Multimedia professional with a passion for transforming ideas into engaging, visually compelling experiences. With a strong foundation across digital and print platforms, I specialize in developing campaigns, social media content, publications, and newsletters that not only inform—but inspire. Known for setting a high bar, I bring fresh perspective and design-forward thinking that often becomes the standard for marketing materials, website design, and brand communication within the organizations I support. Blending creativity with structure, I thrive in collaborative environments where I can manage projects, streamline communication efforts, and deliver meaningful, audience-focused results

Core Competencies

Marketing & Communications: Strategic Messaging · Content Marketing · Social Media Management · Brand Development · Public Relations · Copywriting · Publications

Multimedia Production: Graphic Design · Photography · Video Production · Audio Production · Adobe Creative Suite · Visual Storytelling

E-Commerce & Analytics: eBay · Depop · Poshmark · Instagram · SEO/Listing Optimization · Market Trend Analysis · Inventory Management · Sales Analytics

Operations & Leadership: Project Management · Cross-Functional Collaboration · Remote Work · Training & Education Materials · Military/Government Operations

Professional Experience

2024 - Current Midnight Repository Studios - Vintage Clothing Reseller E-commerce Shop | Seaside, CA Founder & Creative Director

- Vintage clothing e-commerce resale shop operating across eBay, Depop, Poshmark, Tiktok and Instagram.
- Sole operator of all business functions including sourcing, product photography, listing creation, SEO optimization, pricing strategy, order fulfillment, and customer service across four e-commerce platforms.
- Develop and execute all social media marketing content for Instagram, including visual branding, styling, and audience growth strategies aligned with vintage and sustainable fashion market trends.
- Conduct ongoing market trend analysis and competitor research to inform pricing, inventory selection, and promotional strategy — resulting in consistent sales growth and improved sell-through rates.
- Manage full production workflow: product staging and photography, photo editing, copywriting for listings, and shipping logistics from a home-based studio.
- Apply analytics tools within each platform to track performance metrics, optimize listings, and identify high-demand categories within the vintage clothing niche.
- Built brand identity and customer following from the ground up, demonstrating entrepreneurial initiative, self-direction, and cross-platform marketing expertise.

Aug 2024 - Aug 2025 Del Mesa Carmel | Carmel Valley, CA Communications Specialist & Public Relations

- Managed emergency communications for HOA neighborhoods, employees, and the on-site restaurant, ensuring timely and critical information was distributed effectively.
- Led communications for large-scale community projects, including carports, painting, and concrete infrastructure, keeping all stakeholders informed of progress and potential disruptions.
- Managed and optimized a website and portal accessed by 600+ residents, boosting engagement by 70% through UX/UI improvements.
- Produced and edited videos for a variety of purposes, such as fundraising, waste management education, and elections.
- Designed and formatted newsletters for both print and digital distribution, and executed targeted email campaigns using platforms like Wix.
- Monitored website traffic and user engagement, leveraging data to refine content strategy and improve overall communication effectiveness.
- Led 200+ virtual board and committee meetings on Zoom, maintaining 95% attendance and zero technical interruptions.
- Conducted educational classes for residents, teaching them how to use their phones and navigate the newly redesigned website.
- Collaborated with committees to plan, advertise, and execute key events and special projects, including providing graphic design support for promotional posters.
- Drafted and formatted official documents, including grant letters for the fire committee, general manager, and grounds supervisor.
- Assisted residents in drafting formal complaint letters and other important correspondence.
- Evaluated and implemented improvements to internal communication tools, which boosted efficiency and effectiveness across the organization.

- Aug 2023 - Jul 2024** **Monterey High School | Monterey, CA - [Contract]**
Visual Arts Teacher
- Taught and guided 100+ students in a comprehensive visual arts curriculum, including drawing, painting, and concept design.
 - Prepared and implemented detailed lesson plans that adhered to approved curriculum guidelines, establishing clear course goals and expectations.
 - Provided tailored instruction to individuals and groups, addressing diverse learning needs and motivating students to develop their artistic skills.
 - Supported special education students, adapting teaching methods and materials to ensure an inclusive and effective learning environment.
 - Earned an Emergency California Teaching Credential, demonstrating a commitment to professional teaching standards and a solid foundation in educational best practices.
 - Mentorship and Portfolio Development with students to prepare their portfolios art competitions
- Mar 2022 - Jul 2023** **Richard MacDonald Studios | Monterey, CA (COVID-19 era)**
Marketing Manager, Social Media Content Creator & Public Relations
- Developed detailed plans for execution of various aspects of digital media campaigns including content creation, social media management, SEO optimization.
 - Advised artist on best practices for social media management, including content creation and scheduling posts.
 - Managed relationships with third party vendors providing services related to social media management.
 - Created captivating presentations by designing print, web, email, and social media content.
 - Captured visual documentation of artists' growth through the use of photography and cinematography.
 - Produced high-quality studio images of sculptures for print and online media.
 - Designed commercials for marketing campaigns.
 - Created digitally composed sculptures for marketing, which were then cast in the foundry.
 - Successfully handled contract management and negotiations for web design, advertising, and photography services with external vendors.
 - Successfully managed a diverse range of online assets such as websites, social media channels, and digital marketing campaigns.
 - Oversaw brand consistency while adhering to established guidelines.
- Aug 2020 - Jan 2022** **The Naval Postgraduate School, Monterey, CA (Hybrid-Remote: COVID-19 era)**
Faculty Associate - Research
- Designed the Crew Endurance Handbook used by Navy leadership to improve mission readiness.
 - Produced high-quality visuals for research publications, leading to greater public outreach.
 - Maintained a library of stock photos, illustrations, music tracks, video clips., for use in future projects.
 - Shot multiple photographs and video clips of sleep research products and technology
 - Created graphics for research publications
 - Collaborated with professors and students to translate research data into visuals.
- Feb 2015 - Aug 2020** **The Defense Language Institute | JTG. Inc. | Monterey, CA (Hybrid-Remote - COVID-19 era) - [Contract]**
Multimedia Specialist
- Created graphics, videos, and animations for 6 online foreign language courses.
 - Edited and produced audio/video lessons used by thousands of students worldwide.
 - Collaborated with web developers to integrate multimedia elements into websites.
 - Designed animated motion graphics for foreign language educational videos
 - Designed educational videos for faculty and staff
 - English language textbook editor
 - Recorded and edited audio files for professors in foreign languages
 - Recorded and edited educational explainer videos
 - Remote team leadership, virtual collaboration, digital asset management, asynchronous workflows, stakeholder engagement with language professors and other subject matter experts (SME's).

Education

- Jul 2008** **Bachelor of Arts in Art**
Cameron University | Lawton, OK
- Major: Art (Design & Painting), Minor: Psychology