

MARKETING GRAPHIC DESIGNER

SUMMARY

- » Proficient in Graphic Design.
- » Great attention to detail.
- » Solid understanding of typography, layout and color.
- » Preparation of digital files for print/web production.
- » Excellent verbal communication skills, interpersonal skills and organization skills.
- » Team player and willing to assist in any way possible.
- » Manage multiple responsibilities concurrently in high volume office environment.
- » Work under tight deadlines & assist with all aspects of the production process.
- » Leadership and motivational abilities to train and assist other employees.
- » Committed to an organization, reliable, eager to learn and grow.

EDUCATION

Bachelors of Science Degree
- Business Management
Stony Brook University

Associates in Applied Science Degree
- Graphic Design
Suffolk County Community College

TECHNICAL EXPERIENCE

Macintosh/Windows OS

Adobe CC – InDesign, Photoshop, Illustrator, Bridge, Acrobat

Microsoft - Excel, Word, Outlook, PowerPoint, Publisher

QuarkXPress, CorelDraw

HTML, FTP, FileZilla, Wordpress, Squarespace, OMNI Update

MailChimp, Constant Contact

EXPERIENCE

2017-2020 CulinArt Group | Graphic Designer/Marketing Assistant

- » Lead Graphic Designer for our Stony Brook University client, handling all design needs on-site.
- » Designed numerous special event posters, hours posters, and other dining signs for all campus dining locations. Multiple print sizes are created, as well as for the website & digital ad screens.
- » Worked with marketing team on development, coordination and production of campus dining events such as farmers markets, specialty food nights, visiting chef demonstrations, and more.
- » Created new campus dining brochure and other advertisements for cross promotions on campus.
- » Regularly maintained content and look of dining website with campus web system OMNI Update.
- » Helped manage social media pages/posts on Facebook, Twitter, Instagram and Snapchat.
- » Assisted with menu screen updates, concept designs, and daily input of menus to be displayed.

2014-2017 Mobiquity Networks/Ace Marketing & Promotions | Graphic Designer

- » Designed logos, advertisements, flyers, brochures & infographics for the company and our clients.
- » Prepared vector artwork for print and created virtual mock-ups on promotional products.
- » Created posts and maintained all social media pages: Facebook, Twitter, Instagram and LinkedIn.
- » Sent out company press releases and newsletters using MailChimp.
- » Assisted with graphics and layouts used for presentations to clients.
- » Developed and implemented concepts for mobile phone offer notification images.
- » Worked directly with clients to keep their website content current using company website system.
- » Marketing research about the company and the beacon/mobile industry.

2008-2014 D&B Engineers and Architects, P.C. | Communications Coordinator & Graphic Designer

- » Lead graphic designer for 150+ employees consisting of engineers, architects, construction managers, scientists, coordinators and support staff.
- » Worked directly with the President and 15+ Vice Presidents on all marketing & graphic materials.
- » Provided ideas and designs for company advertisements, newsletters, brochures, flyers and logos.
- » Developed layouts for e-mail blasts and set up mailing lists using Constant Contact.
- » Produced marketing materials and worked trade shows to expand awareness about the company.
- » Customized document layouts and two-dimensional designs of proposal binders sent to clients.
- » Coordinated with outside vendors for company marketing collateral and saw it through completion.
- » Assisted with the reproduction and coordination of print materials.
- » Maintained company website and assisted with new website creation for engineering projects.

2006-2007 FSA at Stony Brook University - Systems Support Dept. | Websites Manager

- » Maintained all websites run by FSA by updating content regularly as provided by the University.
- » Assisted with the development and design of the new ShopSB online store.
- » Coordinated with all University stores to gather products used on the site and update inventory.
- » Photographed and prepared images of all merchandise to be used for the ShopSB online store.
- » Managed ShopSB store by receiving/shipping orders and providing customer service to shoppers.
- » Developed and implemented concepts for new websites run by FSA services.

2003-2006 FSA at Stony Brook University - Marketing Dept. | Marketing Associate

- » Helped manage the marketing department and worked on all events, projects and graphics.
- » Worked with marketing team on development and production of campus-wide events such as food shows, celebrity chef demonstrations, orientations, outdoor festivals, grand openings and more.
- » Developed and delivered formal presentations on behalf of the company for student orientations.
- » Implemented concepts for new brochures, flyers, advertisements and newsletter designs.
- » Coordinated with outside vendors and prepared marketing collateral for print publication.