

GRAPHIC DESIGNER/DIGITAL MARKETING SPECIALIST

Graphic designer and marketing professional with eight years of experience developing print and digital content for diverse audiences. Proven record of partnering with clients to assess their needs, establish clear expectations, set timelines, and deliver beyond their expectations. Demonstrated history of coaching team members, collaborating cross-functionally, and introducing new strategies for improving brand awareness through design and marketing. Experienced in social media, print advertising, email blasts, web design, and product design and distributor relations.

**Graphic Design | Product Design | Tradeshows | Brand Marketing | Social Media Content | Print Advertising
Project Management | Client Satisfaction & Retention | Website Design | Email Blasts | Marketing Campaigns**

Technical Snapshot: Adobe CC (Photoshop, Illustrator, Premiere & InDesign), WordPress, TYPo3, MS Teams, MailChimp, PowerPoint Design, Salesforce, E-Automate, PC/Mac OS, and various social media platforms

PROFESSIONAL EXPERIENCE**MARKETING COMMUNICATIONS COORDINATOR****2018 TO 2021****HORIBA MEDICAL (FORMERLY MEDTEST DX), CANTON, MI (REMOTE POSITION)**

Creates engaging and brand-specific content for both the print and digital spaces, including product sell sheets, brochures, company website(s), product design, video editing, product photography, email blasts, and social media posts. Created and manages website (ecommerce) and continuously updates content. Maintains CRM database for sales staff and assists in various marketing campaigns. Provides distributor support as needed and coordinates for various tradeshows.

- Spearheading redesign and rebranding of all marketing, product and promotional collateral for organization(s)
- Created and redesigned website (MedTest Dx) using Wordpress (including addition of ecommerce to new site)
- Grew social media presence and traffic exponentially during tenure (MedTest Dx)
- Implementing marketing automation with Salesforce/Pardot in HORIBA Medical segment

CENTER COORDINATOR/GRAPHIC DESIGNER**2015 TO 2018****COPIERS PLUS, OCEAN CITY, NJ**

Built relationships with customers, guiding them through graphic design process and developing understanding of their aesthetic preferences, budgetary parameters, and project needs. Tracked invoicing and sales orders for graphic design projects. Prepared files for print and oversee post-production work where needed.

- Sustained 75% retention rate with customers, building and increasing loyalty.
- Supervised Junior Designers in small office, providing ongoing coaching and mentoring.
- Promoted to position after serving in solely administrative role, taking on additional design project responsibilities.

GRAPHIC DESIGNER/MARKETING ASSISTANT**2013 TO 2015****MARK ARBEIT & CO., MARGATE, NJ**

Created engaging and brand-specific content for both the print and digital spaces, including press kits, advertising content, flyers, email newsletters and blasts, and social media posts. Managed website and edited content and images. Maintained CRM database. Provided administrative support as needed.

- Spearheaded redesign and rebranding of all marketing and promotional collateral for organization, as well as designed press kits and brand guides from scratch.
- Grew social media presence and traffic exponentially during tenure, moving beyond Facebook and Instagram to expand brand presence on Pinterest, YouTube, Zillow, and Trulia.

EDUCATION & TRAINING

Bachelor of Fine Arts (with Honors) ~ Animation | University of the Arts, Philadelphia, PA
Certificate ~ Basic HTML & CSS | Atlantic Cape Community College, Mays Landing, NJ

VOLUNTEER EXPERIENCE

Volunteer Graphic Designer (Monthly Newsletter) | CONTACT Cape-Atlantic, Margate, NJ