

## SUMMARY

As a resourceful and adaptable graphic & web designer, I've successfully art-directed and executed multi-channel marketing and sales collateral. My designs are marketing-focused and drive conversions for both lead generation and sales. I use my 10 years of digital marketing experience to enhance my design process. I approach design solutions from both a creative and technical lens.

## EXPERIENCE

### Freelance Graphic & Web Design

Feb 2016 – Present | Remote

**I provide graphic and web design services to entrepreneurs that want to productize their knowledge and scale their businesses online.**

- Responsible for the end-to-end execution of the following design initiatives:
  - Brand strategies and identity systems that map to the vision of stakeholders
  - Digital marketing campaigns that span multiple channels such as web, email, social, and video
  - eBooks and presentations for webinars, downloads, and online course materials
  - Landing and sales pages that are optimized for conversions via A/B split testing
  - Marketing-centric Wordpress websites using frameworks, page builders, and themes
  - Refined brand identities for digital product suites, websites, and marketing collateral
- Present design concepts and completed deliverables to stakeholders via live video calls
- Train stakeholders on working with their websites, business systems, and email marketing platforms
- Develop production workflows for design execution and original content creation
- Configure CRM platforms to execute digital marketing campaigns and automate the delivery of digital products, lead magnets, marketing messages, and email campaigns
- Manage projects, timelines, tasks, risks, and assets via project management software
- Perform campaign quality assurance checks to optimize for conversions and create a positive user-experience

### Digital Producer | Xaxis

Oct 2015 – Feb 2016 | New York, NY

- Managed the workflow and creative execution of programmatic digital advertising campaigns to increase brand awareness, leads, and sales for our clients.
- Collaborated with account managers, designers, and developers to produce programmatic digital advertising campaigns that were aligned with the client's business goals

### Graphic & Web Designer | Union Square Media

Oct 2012 – Oct 2015 | New York, NY

- Collaborated with VP of sales and marketing to design CPA, CPM, and CPC advertising campaigns
- Managed the design, quality assurance, and maintenance of internal marketing websites
- Designed and developed responsive landing pages for lead generation campaigns
- Designed and developed maintainable frameworks for company newsletters
- Troubleshoot and maintained campaigns and tracking in the company's DSP
- Tested and optimized creative material for campaigns using internal and 3rd party metrics

## SKILLS

Graphic Design	Software Integration	Google Workspace
Responsive Web Design	HTML & CSS	A/B Split Testing
Email Marketing	Adobe Photoshop	Verbal Communication
Lead Generation	Adobe Illustrator	Written Communication
Sales & Consulting	Adobe InDesign	Leadership
Strategic Execution	Canva	Resourcefulness
Copyediting	Project Management	Brand Strategy
On-Site SEO	Account Management	Digital Strategy

## EDUCATION & CERTIFICATIONS

<b>Bachelor of Technology</b>	2006 - 2011
<b>Visual Communications</b>	
Farmingdale State College - Cum Laude Honors	New York
<b>Diversity is an Asset Program</b>	2019
The Adaway Group	Remote
<b>Reducing Sexism &amp; Violence</b>	2018
Maine Boys to Men	Maine