



Technical Proficiency

Applications:

- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- Premiere Pro
- XD
- Toonly
- Canva
- Quark Xpress
- Microsoft Office
- Google Workspace
- Trello
- Monday
- Slack
- Zoom

Technical Skills:

- HTML
- CSS
- WordPress
- Wix

Additional Qualifications

- Exceptional collaborative and interpersonal skills
- Established and maintained trusting relationships with vendors and clients
- Efficient and comfortable in a fast-paced atmosphere and consistently meets deadlines
- Quickly learns and adapts as the programs and the industry evolve
- Ability to adapt design styles to accommodate a wide range of tastes and function
- Consistently recognized for fresh and innovative ideas and applications
- Travels

Work History

March 2011 - Present

The Public Relations and Marketing Group (PRMG) | Patchogue, NY

DBA: Advocati Marketing | PR4Lawyers | Digital Drive | Dining Out Marketing Group

Vice President | Creative Director | Graphic and Web Designer

- Build and manage a cross-functional marketing team to create and execute marketing plans that align with our clients' overall business goals. Management responsibilities include identifying objectives, outlining team member roles and responsibilities, setting milestones and deadlines, and monitoring the overall work-flow to ensure the highest level of quality and productivity.
- Utilize branding concepts to define a clear brand message and create a visual identity for clients that successfully portrays continuity, enhances recognition, and promotes a positive public perception that fosters customer loyalty
- Successfully execute integrated marketing strategies utilizing digital and traditional methods, for both emerging and established companies, such as Gershow Recycling, Central Vets, Charles Rutenberg Realty, Liberty Global Logistics, NYM Group, Rollstone Foundation, Ben's Deli, LI Game Farm
- Deliver engaging content and creative designs, such as logos, stationery, signage, direct mail, print collateral, websites, email blasts, videos, and social media content
- Provide conceptual and strategic thinking for acquisition and lead generation campaigns that increase brand awareness and generate conversions
- Proactively expanded my knowledge and work experience to include UX and UI design, video editing, web programming, and digital advertising
- Restructured PRMG's operational structure to ensure smoother, more economically sound business operations and to increase both client and employee retention
- Managed PRMG's employees, with my emphasis on hiring, training, delegating, proofing, troubleshooting and providing constructive criticism

June 2008 - April 2011

CBC Media | Islandia, NY

Senior Graphic Designer

- Assisted in directing the creative team, which consisted of designers, programmers, editors and content staff
- Responsible for the marketing development and advancement of a diverse clientele, including PC Richards, LPK Law, Lindenhurst Eye, Saf-T-Swim, NY Auto Giant, Dreamland Amusements, Elmo USA
- Successfully delivered print projects from concept to completion: posters, canopies, brochures, signage, direct mail, ads, and more
- Accountable for achieving statistically successful and competitive web campaigns that were creative, memorable and specifically targeted, including website design and development, e-newsletters, display banners and email blasts
- Expanded my knowledge and work experience to include television advertising (concept development, frame layout, storyboards, voice-overs, acting, commercial graphics, and assisting the director in edit sessions)
- Continued my education through schooling and hands-on training, to learn website programming
- Proactively researched and analyzed clients' businesses, their target audience and ways to reach them both economically and responsively



Honors and Awards

- 40 Under 40 Award from *Long Island Business News*
- Excellence in Communication Award (PRMG) from *Long Island Business News*
- World Wide Who's Who
- Who's Who Among Female Professionals
- Who's Who Among Students in American Junior Colleges
- #1 Top Rated Graphic Designers in Lindenhurst Thumbtack.com

Memberships & Volunteer Work

Memberships:

- Member, International Society of Female Professionals (ISFP)
- Member, Alpha Beta Gamma International Business Honor Society
- Member, National Parks Conservation Association
- Member, World Wildlife Fund (WWF)
- Member, National Wildlife Federation
- Member, The Sierra Club

Volunteer Work:

- Volunteer, Queens Baseball Convention (QBC), 2019, 2022 & 2023
- Volunteer with Animal Rescue Centers on Long Island
- Volunteer Marketing Director, Late Knight Warriors

2006 - 2008

North Babylon School District | North Babylon, NY

Student and Substitute Teaching

- Student Teacher: First Grade, Fourth Grade and Fifth Grade ALC
- Substitute Teacher: Grades 1-12

2005 - 2007

D&S Advertising, Inc. | Coram, NY

Creative Director

- Produced a weekly publication with the objective of connecting the general public to career opportunities: designed the covers and inner spreads utilizing two spot colors, completed the typesetting, proofed and sent to production
- Produced a bi-weekly real estate publication with the objective of connecting the general public to apartments and homes for rent: designed the covers and inner spreads utilizing process colors, completed the typesetting, proofed and sent to print
- Collaborated with the company president and the Nassau and Suffolk Crime Stoppers to design and launch a monthly news publication, with the objective of generating leads to help apprehend criminals
- Designed corporate quality ads for a variety of clients who chose to advertise in the publications (Sherwin Williams, Geico Direct, Salvation Army, Adecco, NBTY, Southwest Airlines, Paychex, Best Yet Groceries, etc.) that were consistent with their messaging and brand
- Design and develop a website for each of the publications and regularly update the website content
- Expanded the design department to include a team of designers and technical staff. Managed the team with my emphasis on hiring, training, delegating, proofing, troubleshooting and providing constructive criticism
- Organized and executed print and web campaigns, including ads, mailers, sell sheets, web banners, signage, and promotional pieces to promote the publications, and assist the sales team

2004 - Present

Freelance Graphic Design and Creative Direction

- Maintained an ongoing graphic design contracting position with multiple marketing agencies, such as Minuteman Press of East Northport, Jellyfish Advertising, and the UPS Store, where I was responsible for completing a variety of design projects, including logos, print collateral, websites, and digital advertising
- Maintained an ongoing graphic design freelance position with several companies, such as Peace Of Mind Technologies, Elite Wireless, Dynamic Moms, K-Mac Electric, Vets "Out of the Rough," The Hotaling Group, Attorney David Antwork, and more

Work References

Additional references available upon request.

Dean Murray

New York State Senator and
Owner of D&S Advertising, Inc.
631-839-9896
dands2@aol.com

David Loudon

Owner of Minuteman Press
of East Northport
631-848-3025
dave@mmpen.com

Jack Krieger

Deputy Mayor of Patchogue
Public Information Officer for the Town
of Brookhaven and
Past Creative Director at CBC Media
631-987-2972
JackKrieger@optonline.net



Degrees and Certifications

Graphic Design:

- Bachelor of Science Degree in Visual Communications: Art and Graphic Design
- HTML5 and CSS3 Level 1 and Level 2 Certifications
- Web Development 100 Certification

Education:

- Master of Science Degree in Childhood Education
- NYS Elementary Education (Grades 1-6) Certification
- Trained in Adult, Child and Infant CPR (American Heart Association 2015 Standards)

Travels Abroad

- Summer 2023: Aruba
- Spring 2023: Japan
- Fall 2019: Italy and England
- Fall 2018: Dominican Republic
- Summer 2018: Iceland
- Winter 2007, 2008, 2009 and 2011: Costa Rica
- Winter 2010: Mexico
- Summer 2006: England, Ireland, and France
- Winter 2005: Greece

Education

2006 - 2008

Dowling College | Oakdale, NY

Master of Science Degree – Childhood Education

- Child development emphasizing a developmental focus toward teaching and curriculum planning
- Teaching General Elementary Math/Language/History/Etc.
- Member of the Dowling-Belmont Partnership Program
- Member of the American-Slovenian Collaborative Action Research Program

2002 - 2006

Farmingdale State College | Farmingdale, NY

Bachelor of Science Degree – Visual Communications

- Graphic design, website design, and print design, including use of color and typography, pre-press production, branding, and photography
- Art education, including art history and fine art
- Program applications: InDesign, Quark Xpress, Photoshop, Illustrator, Dreamweaver, Flash

Continuing Education

2023 - Present

The Digital Marketing Institute

Pursuing Digital Marketing Certification

- Digital marketing strategies including social media, paid search (PPC), email marketing, analytics, content marketing, SEO, display and video advertising, website optimization, and digital marketing strategies

2023

LinkedIn Learning

Career Advancement Classes

- Photoshop 2023 Essential Training by Julieanne Kost
- Adobe XD for Designers by Paul Trani
- Prototyping a WordPress Project in Adobe XD by Emily Kay
- Design Powered by Data: Getting Started with UX Web Analytics by Lachezar Arabadzhiev
- Brand Design Foundations by Sean Adams
- User Experience for Web Design by Chris Nodder

2017

The NY Code and Design Academy

Web Development 100

- HTML, CSS, Javascript, JQuery, Command Line, Git, Github

2015

The Career Center

HTML5 and CSS3 - Level 1

HTML5 and CSS3 - Level 2

- Creating web page layouts with HTML and applying styles using CSS