

**SUMMARY** Self-motivated, responsive freelance designer with solid Commercial Real Estate industry experience.

Strong expertise in designing eye-catching Web graphics, marketing materials, custom logos, engaging presentations, email marketing campaigns, and social media content from start to finish, in fast-paced environments with non-negotiable deadlines.

**SKILLS** InDesign > Photoshop > Illustrator > Dreamweaver > PowerPoint > Excel > Word > Constant Contact After Effects > iMovie > Time Management > Organization > Communication > Quality Control

**EXPERIENCE** **Freelance Graphic Designer, New York, NY**

> **PACE Advertising**, 2015–2019: Conceptualized advertising and marketing projects for Commercial & Residential real estate clients including custom logos, presentations, new business pitch decks, brochures, eblasts, floor plans, print & online ads, and Web pages, while adhering to non-negotiable deadlines. Created rough layouts for client approval. Partnered with Social Media Director to produce video interview series and social media campaign. Deployed eblasts using **Constant Contact**.

> **Meredith Publishing**, 2010–2016: Designed a variety of creative content to support marketing team — on-brand eblasts, engaging presentations, brochures, banners, logos, Websites, advertorials, infographics, trade show collateral, premiums, and social media posts. Responsible for quality control, press checks, and timely delivery of completed projects. Created mockups and prototypes for project approval before final design.

> **MarthaStewart.com**, 2009–2014: Conceptualized & developed animated Web banners, interactive units, microsites, graphics, email marketing campaigns, and Web content for advertising partners. Produced storyboards, wireframes, and rough layouts for client approval. Collaborated with account managers to ensure brand guidelines and deadlines are successfully met.

> **LATINA Media Ventures**, 2012–2012: Designed & produced eye-catching presentations, marketing collateral, and vibrant social media posts. Conceptualized advertorials for Procter & Gamble brands. Prepared multiple design versions for brand approval.

> **Various**, 2006–2012: Conceptualized animated presentations for **k'nekt Communications'** healthcare clients. Created iterations of home/landing page prototypes for **BudgetTravel.com** as well as designing Web icons, graphics, and eblasts. Designed and prepared artwork for branded gift items & event collateral for the **New York Yankees**, **Weinrib & Connor Advertising** client.

**NOTABLE CLIENTS**

Lee & Associates Commercial Real Estate, SL Green Realty, The Durst Organization, Boston Properties, The Setai Group, and K. Hovanian

**NOTABLE BRANDS**

CVS Pharmacy, Aveeno, and M&Ms

**NOTABLE BRANDS**

The Home Depot, Newman's Own, RITZ, GE Monogram, and Martha Stewart Living

**NOTABLE BRANDS**

COVERGIRL and Olay

**NOTABLE CLIENTS**

Novo Nordisk, NY Yankees, and BudgetTravel.com

**Freelance Photography & Corporate Videography, New York, NY**

> **Self**, 2015–Present: Capture images, videos, and social media content for juvenile products companies and corporate clients.

**EDUCATION**

Pratt Institute: Graduate Program in Communications Design (1 Year)/Cornell University: BFA & BA