

## Graphic Designer + Art Director

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### Education

**University of Miami**, Coral Gables, FL  
 Bachelor of Science in Communication, May 2012  
 Advertising and Studio Art, GPA: 4.0

### Experience

**Jetritz**, Miami, FL February 2009 – Present  
*Creative Director*

- Conceptualize and implement a creative marketing campaign that has enhanced company website traffic and increased product sales by 20%
- Allocate projects to members of design team, providing them with creative and technical direction and feedback on their work
- Manage the conceptual and product development of all visual media utilized by the company

**Five Star Soiree**, North Miami Beach, FL August 2005 - February 2009  
*Design Associate*

- Communicated with clients during individual consultations to better understand their unique style and needs, and followed-up accordingly during each project
- Created marketing and promotional materials for online and print such as catalogs, webpages, posters, signage, and brochures
- Participated in marketing meetings to discuss ideas and plans for promoting company and its services, and analyzed the results of actions taken

**Seventeen Magazine**, New York, NY October 2004- August 2005  
*Graphic Design Intern*

- Completed promotional, marketing and branding work using Adobe programs in order to enhance recognition of the company
- Designed and coded the magazine's main website using a combination of HTML and Flash
- Contributed to a redesign of the magazine's style and format by managing and collaborating with a design team of ten

### Honors & Activities

- Dean's List//Provost's Honor Roll//Bright Futures Scholarship
- AdGroup//AdFed Miami//National Student Advertising Competition Team (NSAC)//UMTV
- Scuba Club//Salsa Craze//Alpha Delta Lambda//Phi Sigma Pi

### Skills

#### Proficient in:

- Adobe: Photoshop//Illustrator//InDesign//Dreamweaver//After Effects
- Microsoft Office: Word//Excel//Publisher//Entourage
- Microsoft and Mac Platforms

#### Working Knowledge of:

- Adobe: Premiere Pro//Flash//Fireworks