

Drea Design

PERSONAL INFO

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EDUCATION

Xavier University
| May 20XX, Cincinnati, OH
Art, Advertising, B.F.A.
Concentration: Graphic Design
Cum laude

SKILLS

Adobe Creative Suite
(Illustrator, InDesign,
Photoshop, After Effects,
Premiere)
Branding + Identity
Print + digital design
Large scale graphic artwork
File prep for printing
Typography
Collateral
Website management
Presentation design
Concept + creative
development
Photography + editing
Mac and PC

EXPERIENCE

Assistant Creative Consultant @ Fidelity Investments, Covington, KY
| October 20XX-present (EAW), June 20XX-July 20XX (Internship)

- Research prospective clients and design creative marketing materials in support of Fidelity Workplace Investing (WI) business goals for some of Fidelity's largest clients and prospects.
- Format client logos for use across digital platforms.
- Design email templates for sales executives to send to prospective clients.
- Create and edit presentation decks for WI Managing Directors.
- Read excel sheets and gather statistics for sales group meeting requests.
- Develop and design internal websites using SharePoint to be used throughout the business unit as file management systems.

Contract Graphic Designer @ '87 portfolio companies: Jetson, Chicago, IL
| November 20XX-present

- Read creative briefs, and create design concepts based on brand guidelines to present Art Director and designer on the team, receive feedback and implement changes.
- Design brand assets for social media, blog headers, and ecommerce.
- Assist in creating editorial calendar for social media and paid ad content.

Marketing and Design Intern @ TechSolve, Cincinnati, OH |
January 20XX-June 20XX

- Researched marketing trends and updated company branding and style guide which included creating a new template catalog for digital and print marketing materials.
- Sat on the COVID-19 Response team. Created new PowerPoint template for the "Covid-19 Answers for Manufacturers" webinar series, and assisted in the publication of 7 webinars.

Online & Social Media Editor @ The Xavier Newswire, Cincinnati, OH
| December 20XX-February 20XX

- Implemented first major redesign of the xaviernewswire.com.
- Managed the design and quality of xaviernewswire.com, a WordPress site.
- Redesigned social media outreach strategy to include Instagram which expanded digital visibility and engagement.

Graphic Design Intern @ 1N5, Cincinnati, OH
| September 20XX-December 20XX

- Designed 7 new tri-fold brochures highlighting mental health issues and resources.
- Produced 2019 Giving Tuesday campaign branding, web graphics, and social media content which helped raise \$12,000 for 1N5.

Graphic Design Intern @ Omya, Cincinnati, OH
| July 20XX-August 20XX

- Collaborated with MarCom team to create a new product flyer for Omya's agriculture segment for distribution to potential customers to increase sales.
- Developed new presentation decks for Construction and Consumer Goods segments.