

ALEXIS ARENA

GRAPHIC DESIGNER

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TOTOWA, NJ

ALEXIS. a visual learner who is passionate about the art of design. I truly enjoy bringing great ideas to life because every brand has a unique story to tell.

EXPERIENCE

Nov. 2016 - Present

Graphic Designer

The Atlantic Club

Responsible for the creative program planning, designing, execution, and reporting on how campaigns/events performed. Projects range from print design, digital design, website updates, email marketing, social media, basic video & photography, as well as, Administrative support for presentations and reports.

Aug. 2016 - Nov. 2016

Freelance Designer

SIFMA

Responsible for designing event guides, postcards, print ads, conference collateral, invites, and annual reports. Used HTML to code Email Blasts.

Nov. 2015 - July 2016

Marketing Assistant

Global Design Corporation

Strategize and designed all marketing presentations. Worked with my team to create an overall brand for the company. Updated social media sites to drive sales. Responsible for the creation of brochures and the redesign of the current website.

EDUCATION

Temple University, Philadelphia, PA

BA Advertising | Art Direction
Minor : General Business Studies
2011 - 2015

SKILLS

Tech Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Microsoft Office
Word Press
HTML | CSS

Creative

Creative Direction
Brand Development
Brand Identity & Logo Design
Newsletter & Email Design
Print Layout Design
Poster & Signage Design

EXTRACURRICULARS

Temple University Division I Women's Gymnastics Team

August 2011- May 2015