

Location: York, PA

Phone: (717) 781-7022

Email: Mktait27@gmail.com

Professional Experience

Graphic Designer - Spectrum Marketing Companies

Manchester, NH (May 2023 - July 2024)

- Spearheaded the design and production of all marketing materials for Planet Fitness, ensuring brand consistency across print and digital platforms. This included social media graphics, website banners, billboards, signage, and anything else they needed.
- Contributed to the design of the Spectrum Monthly, a local editorial publication featuring advertisements for various businesses.
- Assisted with the creation of marketing materials for political campaigns, primarily focused on impactful mailers.
- Managed a high-volume workload efficiently, exceeding 120 designs and edits per day, by utilizing efficient workflow strategies.

Social Media Specialist - Annie's Hallmark & Baldoria

Londonderry, NH (February 2023 - May 2023)

- Managed social media content for 10 different accounts, increasing engagement through creative video recording/editing, compelling graphic design, and strategic photo editing.
- Scripted and hosted live shows, boosting customer engagement and brand recognition.
- Developed engaging email marketing campaigns by crafting compelling visuals and designing product-specific email layouts to promote sales and brand awareness.

Graphic Designer - Your Oil Tools

Hooksett, NH (November 2021 - December 2022)

- Elevated brand presence across social media by managing Facebook (34,000+ followers) and Instagram (18,700+ followers) accounts, crafted engaging content, and increased community interaction.
- Designed a variety of marketing materials, including tear-pads, informative booklets, and eye-catching product labels.
- Contributed to the success of several book publications by designing impactful covers and user-friendly interior layouts.

Freelance Graphic Designer (Family-Owned Business) - Gravitait Design

Remote (January 2018 - Present)

- Contributed freelance design services, creating a menu for a local bar and collaborating on logo design.
- Utilized design expertise to develop clear and engaging maps.

Skills

Software Proficiency:

Photoshop, Illustrator, InDesign, Procreate, Premiere Pro, After Effects, Acrobat, Microsoft Office, Google Suite

Design Skills:

Typography, Package Design, Brand Identity, Tattoo Design, Logo Design, Website Design, Book Cover Design, Children's Book Illustration, Poster Design, Photo Editing, Book Layout, Page Layout, Sticker Design

Project Management:

Asset Management, CC Libraries, Monday.com, Trello

Marketing & Communication:

Meta Business Suite, Pinpointe, Klayvio

Education

BFA in Illustration - Institute of Art & Design at New England College

Manchester, NH (August 2018 - May 2022)