

## OBJECTIVE

To obtain an creative position in a company that will allow me to demonstrate my experience and visual expression with opportunities for growth, in a creative, group oriented environment.

## EXPERIENCE

April 2019 - Present

**TREAT YOURSELF**, New York City (Jerk Chicken Company)

**Position:** Branding & Operational Manager

**Description:** Responsible for all branding design such as promotional material, social media market, etc. Responsible for day to day front end operations such as event staffing, event execution and operations, coordination of location expansion, etc. Treat Yourself is a young and rapidly expanding Jerk Chicken company that provides food service at various pop up events in the 5 boughs of NYC.

May 2018 - December 2018

**LIGHTBULB PRESS**, New York, New York (Financial Literacy Publishing Company)

**Position:** Freelance Graphic Designer for print and online projects.

November 2015 – December 2017

**NEW CLASSIC COOKING**, LLC, Jamaica, New York, (Fresh & Frozen Food Product Company)

**Position:** Marketing Assistant / In house Print & Web Designer / Trade Show Coordinator

**Description:** Vitalicious was acquired by New Classic Cooking, LLC and I accepted a position as Marketing Assistant to the Brand Manager, assisting with the Classic Cooking, Garden Lites and Vitalicious Brand products. My responsibilities expanded from just the Vitalicious brand and now also included Classic Cooking, Garden Lites & The Health Food Store. My specific responsibilities are ensuring company brand is adhered to, packaging design and maintenance of files and archive system, creation of email marketing & social media promotions, creation and maintenance of all promotional material, web design and maintenance, trade show coordination and execution.

December 2013 – October 2015

**VITALICIOUS, INC.** New York, New York (Frozen Food Product Company)

**Position:** Freelance Graphic Designer

**Description:** Maintained all packaging files, creation and execution of all email promotions, creation of all marketing & presentation material such as sell sheets and PowerPoint presentations.

March 2000 - March 2011

**LIGHTBULB PRESS**, New York, New York (Financial Literacy Publishing Company)

**Position:** Started as a Freelance Graphic Designer and transitioned into an Art Director. Worked on various financial literacy books, powerpoint and website projects.

September 1999 - December 1999

**CMP MEDIA**, New York, New York (Multimedia Design Firm)

**Position:** Web Design Intern: HTML writing, logo design, photo corrections.

February 1996 - June 1996

**D'ARCY, MASIUS, BENTON AND BOWLES**, New York, New York, World Wide Communication Agency

**Position:** Advertising Design Intern

## EDUCATION

**SCHOOL OF VISUAL ARTS**, New York, New York

**Continuing Education Program:** Multimedia Design Course, Macromedia Flash 8.0 (Spring 2007)

**THE CITY UNIVERSITY OF NEW YORK**, Brooklyn, New York

New York City College of Technology

**Major:** Communication Design (Bachelors of Technology degree, June 2003)

**Major:** Art & Advertising Design (Associate in Applied Science degree, June 1999)

## SKILLS

Excellent verbal & written communication, project management, team leader (& player), self motivated, thrives well in group and independent projects, creative thinker and problem solver, time management, typography, file archive coordination, multi-tasking.

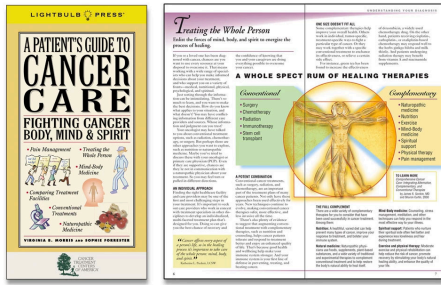
### Experience with Macintosh/Windows Platforms:

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat), Quark Xpress, Microsoft Office (Word, PowerPoint, Excel), Wordpress, MailChimp, Shopify, Adobe Flash, Adobe Premier, Adobe Streamline, Adobe InCopy.

### Traditional experience with:

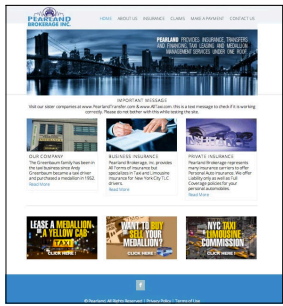
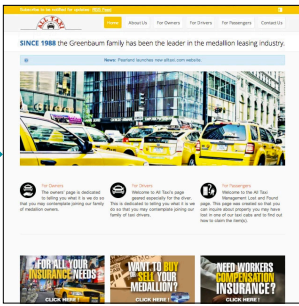
Digital Photography, Black & White photography and dark room printing. Mechanical layouts and mock-ups, HTML coding, image correction and restoration.

References Available Upon Request



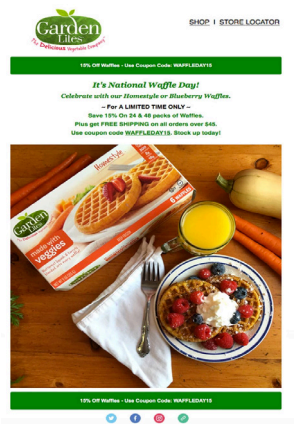
# PRINT DESIGN

# WEB DESIGN



# PRESENTATION DESIGN

# EMAIL & SOCIAL MARKETING DESIGN



# PACKAGING DESIGN

To see my complete resume and portfolio visit: [www.mercedes360.com](http://www.mercedes360.com)