



graphic designer | marketer | web designer

CONTACT

215.858.9690
webwalkdesign@gmail.com

704 Wyndmoor Avenue
Wyndmoor, PA 19038

PROFESSIONAL SKILLS

Graphic Design

Digital and print advertisements, billboards, brochures, signage, presentation materials, mailings, wall decals, magazine layouts

Website Design

Wireframing, UI, UX, HTML, CSS

Applications

Adobe InDesign, Photoshop, Illustrator, Lightroom, and Acrobat Professional; Microsoft Word, Excel, PowerPoint and Outlook; ExpressionEngine; WordPress; RapidWeaver; some iPhone application design

Platforms

Mac OS and Windows

Other

Photography, illustration and copywriting

QUALIFICATIONS PROFILE

Creative and results-driven designer with extensive expertise in marketing and advertising project management. Skilled in conceptualizing and executing impactful campaigns with a keen eye for detail. Experienced in vendor relations and negotiations, with a focus on implementing cost-effective solutions to meet budget goals. Known for a strong work ethic, exceptional interpersonal skills, and a collaborative, team-oriented approach.

WORK EXPERIENCE

Vice President, Marketing | 2017 – Present

The Goldenberg Group, Blue Bell, PA

- Design and develop copy for a variety of marketing materials, including print and digital ads, eblasts, posters, flyers, and more
- Build and maintain websites for multiple projects, incorporating interactive features such as 3D maps to enhance engagement
- Oversee and create collateral for various events
- Collaborate with cross-functional teams to deliver cost-effective marketing strategies
- Conceived and designed the branding for Water Tower Cinema
- Developed digital presentation portfolios for the leasing team, streamlining organizational processes
- Produce detailed RFP and offering memorandum brochures

Creative Services Manager | 2014 – 2017

Pennsylvania Horticultural Society, Philadelphia, PA

- Led an in-house team of graphic designers and managed the hiring of freelance photographers and videographers
- Ensured consistent adherence to PHS brand guidelines by overseeing the creation of engaging print and digital media
- Wireframed and designed all PHS websites, achieving savings of over \$100,000
- Managed content and visual design for five PHS websites
- Directed the design and placement of over 1,500 signs for the PHS Philadelphia Flower Show

Education

Pennsylvania State University
Drawing and Painting

Philanthropy

Design annual brochure for
Reach Out and Read

Former board member of the
Flourtown/Erdenheim Little
League - designed website and
oversaw social media

Designed William Penn Charter
School Auction book

Designed Morris Arboretum
Moonlight and Roses program

Hobbies

Exercising, designing websites,
and staying current with
new technologies

Portfolio and references upon request

Owner/Graphic Designer | 2002 – 2009

Walker Publications, Philadelphia, PA

- Founded *Builder & Broker Journal*, a monthly trade publication for home builders and real estate professionals
- Designed layouts for both the publication and its website
- Cultivated strong partnerships with advertising agencies, public relations firms, and printing vendors

Account Executive | 1999 – 2002

Davis Advertising, Philadelphia, PA

- Created multi-tiered advertising campaigns
- Developed annual advertising proposals
- Managed key accounts for some of the agency's largest clients

Graphic Designer/Account Executive | 1995 – 1999

BSA Advertising, Philadelphia, PA & Washington, DC

- Designed high-impact recruitment advertising campaigns
- Managed copywriting for a diverse range of clients
- Oversaw all client accounts for the Washington DC branch

Classified Manager/Graphic Designer | 1993 – 1995

Arizona Daily News, Flagstaff, AZ

- Designed print advertisements for local businesses
- Supervised the Classified Advertising team
- Managed 70% of car dealership clients in Flagstaff, AZ