

Erica Tamburello

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GRAPHIC DESIGNER

Profile

Creative graphic designer specializing in multimedia, marketing, and digital design. Exceptional collaborative and interpersonal skills; dynamic team player with well developed written and verbal communication abilities. Competent in a wide range of design software and equipment including Adobe Creative Suite. Highly skilled at creating impactful visual communications that build exciting and memorable brand identities for clients. Passionate and driven to bring to life what others may not be able to do themselves.

Platforms

Adobe Creative Suite

Illustrator, Photoshop, InDesign
Lightroom, etc.

Wordpress

Google Analytics - Certified

Hubspot - Certified

Creator Studio

Google Drive

Microsoft Office

Key Skills

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|-----------------------------|-----------|
| Project Management | ■ ■ ■ ■ ■ |
| Style Variety | ■ ■ ■ ■ ■ |
| Adobe Creative Suite | ■ ■ ■ ■ ■ |
| Social Media | ■ ■ ■ ■ ■ |
| Photography / Photo Editing | ■ ■ ■ ■ ■ |
| Blogs | ■ ■ ■ ■ ■ |
| Public Speaking | ■ ■ ■ ■ ■ |

EDUCATION

Bachelor of Fine Arts in Visual Communication

Concentration in Graphic Design

Stockton University May 2019

PROFESSIONAL EXPERIENCE

Traffic Builders Digital Marketing

Bayville, NJ

Lead Graphic Designer

September 2019- June 2020

- Created various marketing essentials, digital creatives and sales collateral internally as well as externally for clients, for a white label digital marketing agency
- Successfully pitched full brands, social content, website designs and logos for Traffic Builders Digital, Conduit Digital, Evil Genius Digital, Draper Media, Perk Café and @theJerseyShore Directory
- Developed and designed numerous UX tasks such as programmatic banner ads, landing pages, live reports, playbooks and eBook creatives
- Worked with LocalX Gray Television and Pepsi to design success stories, case studies, social content and a logo for Pepsi Frontline

Blazing Visuals Print & Design Shop

Point Pleasant, NJ

In-House Freelancer

May 2019- July 2019

- Designed logos, business cards, letterheads, truck/car wraps, apparel, signs/banners, brochures, packaging labels and much more
- Worked closely with clients to create vision, conceive designs and consistently meet their requirements
- Worked with local and large companies such as Playa Bowls, Pine Belt Cars, Re/Max, NJ State Police and Ocean County Fire Marshal

The Rise Agency

Creative Marketing / GetWebzy

Matawan, NJ

Junior Graphic Designer

December 2018-March 2019

- Developed numerous marketing essentials/digital creatives to guarantee that they would exceed the expectations of clients
- Managed multiple projects and tasks at a time to meet weekly deadlines and stay within expected turnaround time
- Curated on brand copy and social media graphics for multiple social media calendars
- Created design presentations and proposals for managers
- Designed company site layout and cartoon character campaigns