

CURRENT

- 11.2015 – Present **R&J STRATEGIC COMMUNICATIONS** \ Bridgewater, NJ
- » Played integral role in company rebranding: web facelift, print materials, email blasts, brand manual, social media teaser campaign, and content to generate new business
 - » Collaborated and communicated with R&J's clients for all PR & digital needs: infographics, newsletters, brand templates, annual reports, interactive forms, websites, logo design, powerpoint templates, sweepstakes, billboards, and social media and email campaigns
- 01.2013 – Present **FREELANCE** \ Edison, NJ
- » Designed personal branding projects for individuals and businesses
 - » Created several branding systems for various events: weddings, conferences, religious celebrations, fundraising organizations, and podcasts
 - » Drafted logo concepts and websites for various corporations

EXPERIENCE

- 01.2014 – 07.2014 **UNIVERSITY OF MARYLAND DINING SERVICES** \ College Park, MD
- » Designed promotional materials; posters, flyers, table tents, menu boards, and digital screens displayed in university dining facilities
- 05.2012 – 08.2013 **STEVE MADDEN, INC.** (summers only) \ Woodside, NY
- » Led a team in organizing the holiday campaign
 - » Managed assets for international partners and affiliates (Superga, The Row, Betsey Johnson)
 - » Planned photo-shoots, music events, and personal appearances
 - » Featured in look books, e-blasts, holiday campaigns, international stores, and social media
- 08.2010 – 05.2014 **EXTRA-CURRICULAR ACTIVITIES** \ College Park, MD
- » Jewish Women's Leadership Conference: Developed branding system, promotional materials
 - » Student Government Association: Designed campaign materials; graphics, logos, videos
 - » Terp Thon Dance Marathon: Created apparel, flyers, logos, corporate sponsorship packets
 - » School Newspaper "The Mitzpeh": Illustrated cover art and article graphics
 - » AIGA (American Institute of Graphic Arts) at the University of Maryland: Participated actively
- 05.2010 – 08.2012 **SUMMER INTERNSHIPS** at Vornado Realty, NY Water Taxi, and Durst Organization \ New York, NY
- » Organized and updated files, Outlook contacts, and accounting logs
 - » Operated Salesforce, MaxTix, and M5 software
 - » Worked in the Building Services, Leasing, IT, and Charters and Events departments
 - » Created Power-point presentations, logos, spreadsheets, meeting agendas

EDUCATION

- 08.2010 – 05.2014 **UNIVERSITY OF MARYLAND** \ College Park, MD, Bachelor of Arts in Graphic Design, GPA: 3.84

SKILLS

- » Languages: Fluent in Hebrew and proficient in Spanish and Arabic
- » Programs: Photoshop, InDesign, Illustrator, After Effects, Microsoft Office, Campaign Five, Mailchimp, Sprout Social, Wishpond, and Wordpress

HONORS

- » Academic: Dean's List (Fall '10 – Spring '14), Order of Omega, Primannum, NSCS
- » Design: NJ Ad Club Cream of the Crop - 2nd place in the Stationary Package category