

Current

- 11.2015 – Present **R&J STRATEGIC COMMUNICATIONS** \ Bridgewater, NJ
- » Play integral role in company rebranding: web redesign, print materials, email blasts, brand manual, social media teaser campaign, and content to generate new business
 - » Collaborate and communicate with R&J's clients for all PR & digital needs: infographics, newsletters, annual reports, interactive forms, websites, logo design, powerpoint templates, sweepstakes, billboards, event branding, and social media/email campaigns
- 01.2013 – Present **FREELANCE** \ Edison, NJ
- » Design personal branding projects for individuals and businesses
 - » Create branding systems for various events: weddings, conferences, religious celebrations, fundraising organizations, and podcasts
 - » Execute logos, brand systems, 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/affiliates (Superga, The Row, Betsey Johnson)
 - » Planned photo-shoots, music events, and personal appearances
 - » Featured in look books, e-blasts, holiday campaigns, international stores, social media
- 08.2010 – 05.2014 **EXTRA-CURRICULAR ACTIVITIES** \ College Park, MD
- » Jewish Women's Leadership Conference: Developed branding, promotional materials
 - » Student Government Association: Designed campaign materials; graphics, logos, videos
 - » Terp Thon Dance Marathon: Created apparel, flyers, logos, sponsorship packets
 - » School Newspaper "The Mitzpeh": Illustrated cover art and article graphics
 - » AIGA at the University of Maryland: Participated actively
- 05.2010 – 08.2012 **SUMMER INTERNSHIPS** at Vornado, NY Water Taxi, & 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

UNIVERSITY OF MARYLAND, (College Park), Bachelor of Arts in Studio Art, Concentration in Graphic Design, Minor in Arabic Studies, GPA: 3.84, Dean's List (every semester)

Honors

DESIGN: NJ Ad Club Jersey Awards 2016 and 2017, GDUSA American Graphic Design Awards 2017 (7 awards)
ACADEMIC: Order of Omega, Primannum, NSCS

Skills

PROGRAMS: Photoshop, InDesign, Illustrator, After Effects, Microsoft Office, Mailchimp, Campaign Five, Wordpress
LANGUAGES: Fluent in Hebrew, Proficient in Spanish and Arabic