

Adriana DIANDERAS

STRATEGIC MARKETING, BRANDING & CREATIVE DESIGN

PROFESSIONAL SUMMARY

Detail-oriented, achiever, and creative professional with 10 years of experience. Highly adept in digital & print media advertising, user experience, digital campaigns, branding, content creation and project management. Seeking to achieve business growth and brand awareness in the industry through multi-channel and strategic advertising.

CONTACT INFO

Mobile: 201-257-7845
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Website: adrianadianderas.com
Location: Greater New York City Area

SOFTWARE SKILLS

●●●●● Adobe Creative Cloud
●●●●● Microsoft Office/Google Suite
●●●●● Figma
●●●●● Sketch
●●●●● Balsamiq Wireframes
●●●●● WordPress
●●●●● Google Ads
●●●●● Google Analytics
●●●●● Keyword Planner
●●●●● HTML & CSS

CORE SKILLS

- Efficient multitasker, especially with express projects
- Problem solver with a big picture vision
- Fast learner and self-starter
- Effective decision-maker and team player
- Mentor of junior designers

LANGUAGES

English and Spanish
Fluent | Spoken and Written

EMPLOYMENT BACKGROUND

Lead Designer

Calibrate | October 2021–May 2025

Responsible for Calibrate's brand visual identity and managed creative requests from concept development to production. Nurtured Calibrate's expansion across the U.S. and its growth from 10,000 to 80,000+ members. Developed new enrollment campaigns and guides to seamlessly bring new B2B market clients. Redesigned Calibrate's 2024 brand visual identity and developed new brand guidelines. Managed creative agencies, mentored new talent and provided art direction while managing the creative team's budget.

228 Park Avenue S, PMB 76071, New York NY

 **Awards:** Two time recipient of company awards, "In it Together," and "You're in Control."

Senior Designer

Healthfirst | March 2017–October 2021

Managed the creative aspects of Healthfirst's successful brand campaigns throughout the concept development and design processes. Created animations, landing pages, social media content, direct mail, flyers and brochures. Consistently met deadlines of rush projects during enrollment periods for English and Spanish speaking communities of 1.7 million members.

100 Church Street, New York NY

 **Awards:** Recognized as making an "exceptional impact" in the 2020 annual review.

Graphic Designer

Dr. Schär USA | January 2015–March 2017

Designed a variety of digital and print media. Built HTML newsletters, developed social media posts, web ads, product rendering, magazine ads, coupons, sell sheets, and postcards.

125 Chubb Avenue, Lyndhurst NJ

Web Designer

Montclair State University | September 2014–March 2017

Created new landing pages, updated website content, built weekly HTML newsletters, and managed lifecycle mailing list. Increased email open rate of newsletters by 35% through a self-started initiative to implement Google Analytics.

1 Nomal Avenue, Montclair NJ

ACADEMIC EDUCATION

Brandeis University

Master of Science in Digital Marketing and Design, September 2021

Montclair State University

Bachelor of Fine Arts in Graphic Design, January 2014