

ADRIANA DIANDERAS

STRATEGIC MARKETING & CREATIVE DESIGN

PROFESSIONAL SUMMARY

Detail-oriented, achiever, and creative professional with 8 years of experience. Highly adept in digital & print media advertising, UX design, communication campaigns, branding, website content management and analytics. 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 Suite
- Figma
- Sketch
- Balsamiq Wireframes
- WordPress
- Google Ads
- Google Analytics
- Keyword Planner
- InVision App
- HTML & CSS

CORE SKILLS

- Ability to multi-task express projects
- Fast learner
- Effective decision-making
- Team worker
- Problem-solving ideas

EMPLOYMENT BACKGROUND

Senior Digital Designer

Calibrate | October 2021–Present

Help Calibrate expand across all states in the U.S by working with the Lifecycle, Growth, and Brand teams by managing and designing creative assets for multi-channel B2C campaigns. These include social media templates, lead emails, landing pages, and paid ads. Support Calibrate's new B2B market launch by developing trade show booths and promotion materials. Also responsible for redesigning Calibrate's brand book and refreshing brand image.

105 West 86th Street, Suite 514, New York NY

Senior Designer

Healthfirst | March 2017–October 2021

Recognized as making an "exceptional impact" in 2020 annual review. Managed the creative aspects of Healthfirst's successful brand campaigns, from brainstorming to delivering to vendors. Also responsible for creating animations, landing pages, social media content, direct mail, flyers and brochures. Consistently meet deadlines of rush projects for English and Spanish speaking communities of 1.7 million members.

100 Church Street, New York NY

Graphic Designer

Schär USA | January 2015–March 2017

Designed a variety of digital and print media advertising. Some design work included HTML newsletters, 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

Responsible for website content management, and weekly HTML newsletter's design, develop and delivery. After having the initiative to implement Google analytics, the email open rate of our newsletters increased by 35%.

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

LANGUAGES

English and Spanish

Fluent | Spoken and Written