

# 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  
Email: [adianderas19@gmail.com](mailto:adianderas19@gmail.com)  
Website: [adrianadianderas.com](http://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

#### Lead Designer

*Calibrate | October 2021–Present*

Responsible of managing marketing's creative requests from start to finish. Help Calibrate expand across all states in the U.S by working with the Lifecycle, Growth, and Brand teams by designing creative assets for multi-channel B2C campaigns. These include social media templates, lead emails, landing pages, paid ads, and member swag. Support Calibrate's new B2B market launch by developing trade show booths banners, and enrollment campaigns. Also responsible for redesigning Calibrate's 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 Normal 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*