

ADRIANA DIANDERAS

STRATEGIC MARKETING & CREATIVE DESIGN

PROFESSIONAL SUMMARY

Detail-oriented, achiever, and creative professional with 7 years of experience. Highly adept in digital & print media advertising, communication campaigns, branding, website content management. Seeking to achieve business growth and awareness in the industry through multi-channel and strategic advertising.

CONTACT INFO

Mobile: 201-257-7845
Email: adianderas19@gmail.com
Website: www.adrianadianderas.com
Location: Greater New York City Area

SOFTWARE SKILLS

●●●●● Photoshop
●●●●● InDesign
●●●●● Illustrator
●●●●● Microsoft Office Suite
●●●●● After Effects
●●●●● WordPress
●●●●● Sketch
●●●●● Google Ads
●●●●● Google Analytics
●●●●● Keyword Planner
●●●●● Adobe Animate
●●●●● 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 Designer

Healthfirst | March 2017–Present

Recognized as making an “exceptional impact” in 2020 annual review. Manage 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.

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 and mailing lists management, and weekly HTML newsletter updates. 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

Bergen Community College

Associate of Science in Graphic Design, January 2010

LANGUAGES

English and Spanish

Fluent | Spoken and Written