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— Graphic Design | Marketing | Social Media

Experience

New York City FC

Graphic Designer February 2019 - Present

Jr. Graphic Designer February 2017 - February 2019

- Work closely with the Creative Director and Jr. Graphic Designer to ideate creative visuals and compelling copy around campaigns and events
- Service all departments of the company including Marketing, Partnerships, Human Resources, Ticketing, and more to ensure a consistent brand voice, look, and feel while managing timelines and turnaround expectations
- Strategize the longterm vision for the NYCFC brand through various touchpoints such as merchandise and retail
- Photo assist our match day photographers and live edit photos for use across social channels
- Create visuals that represent the city and our fanbase
- Brainstorm and design giveaways such as pins with the goal of supporter satisfaction.
- Occassionally assist with special City Football Group projects

Philadelphia Flyers

Marketing Coordinator June 2016 - February 2017

- Collaborated with creative agency to design marketing materials such as TV and radio spots, arena signage, etc.
- Trafficked advertising and results of campaigns while maintaining relationships with media partners
- Assisted with various marketing functions including contesting, promotions, grassroots initiatives and event coordination
- Managed promotional giveaways including research, vendor relations, creative input, ordering and fulfillment

Internships

Columbus Crew SC Graphic Design

U.S. Olympic Committee Social Media

Philadelphia Union Graphic Design

Skills

- ● ● ● ● Photoshop
- ● ● ● ● Illustrator
- ● ● ● ● InDesign
- ● ● ● ○ After Effects
- ● ● ● ○ Illustration
- ● ● ○ ○ Photography
- ● ● ● ○ HTML & CSS

Education

West Liberty University | 2015

B.S. Graphic Design

Minor in Marketing Communications

NCAA Division II Women's Soccer

Resident Assistant

Campus Ambassador

References

Eric Sinicki

Columbus Crew Sc | Creative Director
esinicki@columbuscrewsc.com

Milo Kowalski

New York City FC | Creative Director
milo.kowalski@nycfc.com