



Experience

GREEN MEADOWS FLORIST

10.2016 - Current

Chadds Ford, PA / Remote

Marketing Director

- Upgraded e-commerce services to save costs and modernize technology, gaining more control of sales, data, and software integrations.
- Executed marketing strategies, including rebranding, to increase brand awareness and sales.
- Planned and managed holiday markets, handling vendors, promotions, and logistics.
- Created and managed successful online advertising campaigns, analyzing and optimizing for maximum ROI.
- Directed photoshoots for marketing campaigns and brand initiatives.
- Managed wholesale buying and inventory, including hardware setup and upgrades.
- Automated business processes for improved data, sales, and inventory management.
- Established and maintained cloud-based servers including building and setting up PBX phone system, supporting remote work and future retail locations.

CBRE

09.2014 - 11.2016

Chesterbrook, PA

Graphic Designer

- Designed and created visually appealing offering memorandum layouts for clients
- Developed and implemented branding strategies for various projects
- Created and printed marketing materials for property listings and presentations
- Collaborated with other team members to execute marketing campaigns and initiatives.

MORIHATA INTERNATIONAL LTD. CO.

07.2013 - 2014

Philadelphia, PA

Creative Director

- Updated and implemented branding strategies
- Created and printed marketing materials for trade shows and retail stores
- Updated and managed the company's online retail & wholesale store.

PRUDENTIAL DOUGLAS ELLIMAN

09.2011 - 07.2013

New York City, NY

Graphic Designer

- Collaborated with the Art Director and Media Director to publish listings and branding advertisements
- Designed advertisements for high-end real estate properties in New York, Long Island, and Westchester
- Redesigned signage, web banners, web elements, and print ads to reflect new brand guidelines.



MAYO STUDIO (FREELANCE)

07.2011 - 08.2011

New York City, NY

Graphic Designer

- Collaborated one-on-one with the Art Director/Head of the design department
- Designed magazine advertisements for various home goods clients
- Created web promotional graphics for clients' websites.

BETTERFLY.COM (FREELANCE)

07.2011 - 08.2011

New York City, NY

UI Designer

- Led the design and layout of the user interface for the website
- Developed easy-to-navigate layouts, forms, and buttons for optimal user experience.

DEWEY & LEBOEUF LLP LAW FIRM

10.2009 - 06.2011

New York City, NY

Graphic Designer

- Collaborated closely with the Director of Creative Services and Art Supervisor
- Communicated with international departments to complete design projects
- Designed marketing materials including brochures, pitches, booklets, newsletters, posters, BlackBerry icons, and web graphics
- Assisted the Pro Bono division with non-profit outreach projects
- Generated interactive digital versions of the firm's practice brochures
- Contributed to the firm's annual Year in Review and distributed it globally
- Designed and updated department logos
- Worked with the in-house print department to finalize print pieces
- Served as an on-hand event photographer.

Skills

DESIGN SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Lightroom
- Apple Pages
- Apple Numbers
- Microsoft Office

DESIGN

- Corporate Identity
- Branding
- Typography
- Web & UI Design
- Layout Design / Prepress
- Print Production
- Digital Editing



Chris Pepe | Senior Graphic Designer

- Color Correction
- Archiving / Cataloging
- Image Retouching
- Studio Lighting Equipment
- Nikon and Canon Cameras

TECHNOLOGY

- MacOS, Windows, Linux
- File Management, Cloud Backup, Server Data Storage
- Automation & Software Integration
- Networking
- Cloud Based Servers
- VPN
- Remote Management
- Virtualization & Cloud Computing
- Web Hosting / Domain
- Data Management & Storage
- VoIP Phones
- Zoom, Skype, Twilio, Unifi, Dropbox, Calendly, Google Workspace, FreePBX, TrueNas, Wordpress, Zapier, Mailchimp, Shopify, Stripe, Paypal, Facebook Ads, Yelp Ads & Googel Ads

Education

The Art Institute Of Philadelphia (With Honors)
Cumulative GPA : 3.7
Deans List & Academic Recognition