



Experience

GREEN MEADOWS FLORIST

10.2012 - Current

Chadds Ford, PA / Remote

Marketing Director

- Revitalized e-commerce services on the Shopify platform, ensuring efficiency and future-proofing the business. Streamlined online sales, data control, and software integrations.
- Crafted and executed comprehensive marketing strategies, including impactful rebranding initiatives, to boost brand awareness and drive sales.
- Successfully orchestrated holiday markets with meticulous planning, overseeing vendors, promotions, and logistics.
- Managed online advertising, significantly enhancing brand visibility and directing targeted traffic to the company website.
- Directed photoshoots to create compelling visual content for marketing campaigns and brand initiatives.
- Handled wholesale buying, inventory, and physical retail experience, overseeing purchasing, setup, and upgrades of new hardware and online services (SaaS).
- Implemented fulfillment and customer management software, optimizing business operations.
- Introduced software automation to enhance business data, sales processes, and inventory management.
- Established and maintained cloud-based servers, including the phone system and IVR workflow, data storage, and access for remote working and potential retail locations.

CBRE

09.2014 - 11.2016

Chesterbrook, PA

Graphic Designer

- Designed 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 team members to execute marketing campaigns and initiatives.

MORIHATA INTERNATIONAL LTD. CO.

07.2013 - 2014

Philadelphia, PA

Creative Director

- Updated and implemented brand strategies for a cohesive and impactful brand presence.
- Executed high-quality product photography and brand imagery to enhance product visuals.
- Designed and produced compelling marketing materials for trade shows and retail locations.
- Played a key role in designing, preparing, and installing the NYNOW tradeshow booth, showcasing the brand.
- Managed the company's online retail and wholesale store for a seamless and visually appealing online presence.



PRUDENTIAL DOUGLAS ELLIMAN

09.2011 - 07.2013

New York City, NY

Graphic Designer

- Collaborated closely with the Art and Media Directors to produce visually stunning and on-brand advertisements.
- Designed advertisements showcasing high-end real estate properties in prestigious locations.
- Assisted redesign efforts for various visual elements, ensuring alignment with new brand guidelines.

MAYO STUDIO (FREELANCE)

07.2011 - 08.2011

New York City, NY

Graphic Designer

- Collaborated one-on-one with the Art Director.
- 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 phase, crafting visually appealing and user-friendly UI elements.
- Worked closely with a small team of engineers to analyze design feasibility and propose optimal solutions.
- Developed easy-to-navigate layouts, forms, and buttons for an enhanced overall interface design.

DEWEY & LEBOEUF LLP LAW FIRM

10.2009 - 06.2011

New York City, NY

Graphic Designer

- Communicated seamlessly with international departments for diverse design projects.
- Designed marketing materials, including brochures, pitches, booklets, newsletters, posters, phone icons, and web graphics.
- Provided creative support to the Pro Bono division for impactful non-profit outreach projects.
- Spearheaded the creation of interactive digital versions for the firm's global practice brochures.
- Played a pivotal role in developing and globally distributing the firm's annual Year in Review.
- Designed and updated department logos for a cohesive and modern brand identity.
- Collaborated with the in-house print department to oversee the finalization of print pieces.
- Acted as the on-hand event photographer, capturing memorable moments at firm events.



Chris Pepe | Graphic Designer

Skills

DESIGN SOFTWARE

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

DESIGN

- Corporate Identity
- Branding
- Typography
- Web & UI Design
- Layout Design / Prepress
- Print Production
- Digital Editing
- Color Correction
- Archiving / Cataloging
- Image Retouching
- Studio Lighting Equipment
- Nikon and Canon Cameras

TECHNOLOGY

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

Education

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