

GINALEACORRAO

LOOK

www.glccreative.com

CONNECT

gina@glccreative.com

727.741.0659

EDUCATION

Bachelor of Fine Arts | Graphic Design

2006 International Academy of Design & Technology
Graduated Magna Cum Laude 3.78 GPA

INDUSTRY

I have a comprehensive understanding of the digital & print process from concept to completion including,

user friendly web experience, seamless UI/UX front-end development & design across desktop & mobile, SEO & SEM, presentation design, logo & icon creation, print marketing, ad placement, email & social media marketing, teamwork, creative problem solving, meeting deadlines, strong attention to detail, copy writing, typography and color theory.

TECHNICAL

Expert

Adobe CC Suite - Photoshop, Illustrator, Dreamweaver, InDesign, Premiere Pro, Bridge & Acrobat Pro, Microsoft Office, Bootstrap, All major social media platforms and analytics, FTP, C-Panel

Advanced

HTML/HTML5, CSS/CSS3, Sharepoint, Kentico, Hubspot, JW player, Javascript & jQuery editing, XHTML, XML, DNN, Google Analytics

Intermediate

Wordpress, Sound/video editing, PHP, JSON, ASP, Twitter & Amazon developer platforms

Platforms

Mac OS X, Windows, cross-platform handheld devices

REFERENCES

Upon request

EXPERTISE

Marketing Communications Specialist III | Web Dev & Creative Design

March 2016-present | Welbilt Trinity, FL

Hired from contract position at Creative Circle. As a brand ambassador working with a global team we effectively designed and launched our new Corporate, plus +12 Brand portfolio logos, taglines, essence throughout all marketing digital/print collateral, including branding guidelines design. I have a strong presence in the digital marketing realm maintaining our external and internal web page development/design, enews communications, ad design with custom marketing pages and digital presentations. I manage Welbilt Americas major social media platforms, marketing for Corporate +12 Brands, while also setting the social standards for our regional teams in APAC, EMEA, LATAM. Additionally, involved in trade-show booth designs, print advertising and other sales supporting collateral. As a Welbilt +12 Brand ambassador, I design cohesive collateral to effectively support sales and brand integrity. Working with our global team for new product launches go-to-market strategy and campaign design, along with promotion of current products in need of sales boost.

Current samples available upon request.

Freelance Art Director

June 2015-March 2016 | Creative Circle Trinity, FL

Contract position in a global foodservice equipment marketing department. Responsible for creating all internal and external digital and print marketing. In addition to the corporate identity, I managed the design for 12 different brands from concept to production with several digital and print publications nationwide. Tasked to create effective digital and print collateral to not only promote sales for various brand products, but to deliver high-end materials for each.

Senior Web Developer & Graphic Designer

2010-March 2015 | Million Dollar Media, LLC Woodbridge, NJ

I created & maintained clean, cohesive, eye-catching web & print design for national & worldwide clients including, Hooters, Heineken USA (all brands), Sports Authority, LaCroix Sparkling Water, Pirelli, AutoTrader, CMA Music Awards, MGM Properties, Buffalo Wild Wings, Applebee's, Bonefish Grill, iHeart Radio, CBS Radio, Buffalo Bills, and much more. I was lead programmer/designer to work with Heineken's National Team to create an interactive digital kiosk which launched in 50 liquor store locations in the Northeast, and is on track for placement in 350 more. I trained and oversaw our Jr. Graphic Designer on all non-template projects, coordinated weekly creative department meetings and handled all outsource print production to ensure deadlines be met. My role continued to grow into traveling to meet clients for new design projects and running client events.

Graphic & Web Designer

2006-2010 | Million Dollar Media, LLC Woodbridge, NJ

As MDM's first employee, I worked with the partners to build the company logo, identity package, marketing materials and new website from the ground up. I designed an array of web & print templates for national client promotions in the radio/tv. As the sole creative designer for my first 4 years of employment, I was responsible for designing, editing, maintaining every project in print & web from start to finish. My daily tasks grew rapidly from print and UI graphics to applying my skills to UI/UX front-end development, flash & HTML5 animation editing, social media apps and more. While focusing on cross-browser compatibility and fluid layouts across all relevant desktop & mobile devices.

Senior Production Coordinator

2003-2006 | FedexKinko's Office & Print Center Largo, FL

I was responsible for offering profitable, yet competitive quoting to all clients to acquire or continue business. I managed client projects from design to production finishing. My tasks included identity packaging, catalogs, flyers, brochures, menus, table tents, large format POS from banners to vehicle wraps. I managed all in-house and outsource production to ensure on time delivery based on client need. Managed up to 5 staff members.