



DC/Arlington, VA Area

571-447-0971

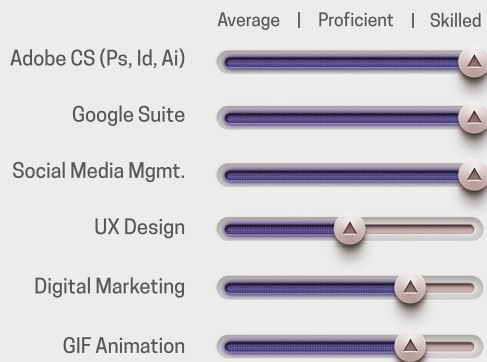
bboitano8@gmail.com

www.brianaboitano.com

www.linkedin.com/in/briana-boitano-77b02299

www.instagram.com/drawlifefreely

PROFESSIONAL SKILLS



PERSONAL INTERESTS

- Bearded dragon TLC
- Modern calligraphy, chalk lettering, painting
- Learning about UX design
- Finding a new podcast episode on true crime, manifesting, or marketing

BRIANA BOITANO

GRAPHIC DESIGNER, DIGITAL MARKETER, UX DESIGNER IN TRAINING

Objective: To obtain a position where I can utilize my skills & passions while continuing to grow my career in design. In my design work, I enjoy focusing on brand identity, typography/hand lettering, and website design. I am easy-going, ambitious, and willing to learn because I am constantly striving to better myself. Using the skills I have learned through my career, I hope to acquire the knowledge & gain the connections to become a Visual UX Designer or Creative Director.



EDUCATION

- BACHELOR OF FINE ARTS | MINOR IN BUSINESS** / SEP 2013 - MAY 2016
George Mason University
 - > Earned a Bachelors degree in art & visual technology with a minor in business
 - > Had 3 graphic design and marketing internships while working as a server
 - > Alpha Xi Delta Sorority member for 2 years
- DIGITAL MARKETING CERTIFICATION** / OCT 2020 - DEC 2020
General Assembly
 - > Learned basics of FB Ads Manager, social media analytics, and display ads
 - > Understanding of Google Analytics: keyword research, target audiences, etc.
 - > Created proposal for a digital marketing campaign for local coffee shop
- UX DESIGN CERTIFICATION** / OCT 2021 - CURRENT
Google: Completed 2 of 7 courses



WORK EXPERIENCE

- KERI SHULL TEAM / SENIOR GRAPHIC DESIGNER** / APR 2021 - CURRENT
 - > Create all social, print materials, & online marketing graphics for 4 brands
 - > Directly manage junior graphic designer
 - > Design & create all click funnel website landing pages for KST brand
 - > Created & implemented brand visual guidelines for 3 different brands
- LINDY BOWMAN COMPANY / GRAPHIC DESIGNER** / FEB 2019 - APRIL 2021
 - > Design custom graphics for gift bags/boxes (Ps & Ai)
 - > Edit & lay out designs for gift packaging for numerous customers (Walmart, Bed, Bath & Beyond, Big Lots, At Home, etc.)
 - > Participated with client sales engagement by attending customer meetings
- PASTRYSTAR / GRAPHICS & MARKETING COORD.** / SEP 2017 - FEB 2019
 - > Ran multiple email marketing campaigns through MailChimp
 - > Increased engagement and managed all social media platforms
 - > Gathered customer research/collected emails through Google surveys
 - > Rebranded all package designs/labels & captured/edited photos of products
 - > Created product catalogues, infographics, flyers, & Wordpress site maintenance
- FREELANCE GRAPHIC DESIGNER/HAND-LETTERER** / JAN 2015 - CURRENT
 - > Within design, I create logos, social media content (gifs and banners), t-shirt graphics, menus, catalogues, flyers, and I work with branding.
 - > I have designed a few websites using Wordpress, Six, and Squarespace.
- SIGNS BY TOMORROW / DESIGNER/ACCOUNT EXEC.** / SEP 2016 - JUL 2017
 - > Handled account management with individual clients
 - > Facilitated client engagement and logistics management
 - > Improved my skills in print design and production
 - > Performed administrative work on top of graphic design duties



REFERENCES

- CHRISTINE GIEGERICH: PastryStar Coworker, (410) 245-6204
- ANTON PICOU: PastryStar Employer, (646) 945-5681
- ALEX GEIGAN: Coastal Flats Employer, (703) 776-0165
- ELLEN BIRCKNER: Lindy Bowman Co. Employer, (410) 379-0500 x17