

DANIELLE KRUCHOWY

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Portfolio: www.daniellekruchowy.com
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Skilled and accomplished graphic designer with 3 years of experience across diverse industries, eager to secure a full-time position with a progressive company that values creativity and innovation. Seeking a challenging role as an in-house designer where I can leverage my experience and build upon my skill set to support the company's visual brand strategy and grow within the organization.

PROFESSIONAL EXPERIENCE

Graphic Designer (Contract) – Eye5 Mktg & Talent

MAR 2023 – PRESENT | New York, NY

- Designed social media templates, pitch deck slides, brand book assets, and documents as part of an internal corporate re-brand

Associate Media Buyer – Havas Media Group

OCT 2022 – MAR 2023 | New York, NY

- Collaborated with cross-functional teams to develop and execute integrated advertising campaigns that aligned with client objectives
- Maintained relationships with vendors to optimize media placements and resolve changes, ensuring effective delivery of campaigns
- Analyzed media performance metrics for delivery indexes and impressions, compiling comprehensive internal and client-facing reports

Production Artist – Julie Vos

JAN 2022 – OCT 2022 | New York, NY

- Designed weekly wholesale emails, which achieved an average open rate of 51% and generated a total revenue of \$3 million annually
- Collaborated with sales teams to execute seasonal and specialty event advertising requests for up to 1,200 retail partners
- Revised sales sheets, guidelines, documents, and product catalogs, ensuring all materials adhered to brand guidelines
- Created web banners and maintained the B2B Shopify website with updated graphics, imagery, collections, and copy
- Monitored retail-partners' e-commerce sites, ensuring that all product images and graphics were up to date and branded correctly

Graphic Designer (Contract) – LDR Healing

NOV 2020 – APR 2022 | Nutley, NJ

- Led the development of the brand's visual identity through social media graphics, web icons, Squarespace website, and business card
- Managed media calendar, curated and posted daily Instagram content, responded to inquiries, and engaged with targeted audiences
- Crafted compelling social media captions, ensuring consistency in language, tone, and messaging for effective B2C communication

Marketing Coordinator (Contract) – Hearst Magazines, Oprah Daily

JUL 2021 – JAN 2022 | New York, NY

- Produced over 150 informational pamphlets for executive briefings on products and vendors in support of special projects
- Coordinated with global brands to oversee the end-to-end sample request process, ensuring timely delivery and return of all items
- Conducted product research on top beauty and fashion brands, creating presentations for monthly print and digital article features

Brand Designer (Contract) – East Village Physical Medicine

JUN 2020 – APR 2021 | New York, NY

- Directed, researched, and designed static and animated B2C social media content, generating 3-5 posts and 15 stories per week
- Crafted and implemented comprehensive visual branding strategies including color schemes, typography, and illustration styles
- Designed branded brochures, posters, and infographics to showcase treatment offerings and highlight practice information

INTERNSHIPS

Marketing Intern – Energy Improvement Corporation

JUN 2020 – OCT 2020 | Katonah, NY

Graphic Design Intern – Roost Studios & Art Gallery

SEP 2017 – DEC 2019 | New Paltz, NY

Visual Communication Intern – Konnettiamo

AUG 2018 – DEC 2018 | Florence, Italy

SOFTWARE PROFICIENCY

Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, XD, Acrobat • Microsoft Office: PowerPoint, Word, Excel, Sharepoint, Outlook • Google Suite: Slides, Sheets, Docs, Analytics • Canva • Sketch • Figma • Klaviyo • MailChimp • Hootsuite • Asana • Notion • Trello • Wix • Shopify • Squarespace • Qualtrics • SurveyMonkey • salesforce • Hubspot • Instagram • Facebook • SEO • Mac OSX • PC

EDUCATION

Rutgers University – Mini-MBA: Digital Marketing

Expected Completion: AUG 2023

The State University of New York at New Paltz

Bachelor of Fine Arts, Graphic Design • Bachelor of Arts, Psychology

MAY 2020 | New Paltz, NY

GPA: 3.79, magna cum laude

Florence University of the Arts

AUG 2018 to DEC 2018 | Florence, Italy