



ALEXANDRA REIMAN

GRAPHIC DESIGNER & MARKETING ANALYST

CONTACT



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BeExposedDesign.com

EDUCATION

CHAMPLAIN COLLEGE BURLINGTON, VT

Bachelor of Fine Arts:
Graphic Design & Digital Media
2010 - 2014

HOW DESIGN UNIVERSITY

Online Continuing Education Course
Certification in Wordpress
April 2016

LORENZO DE MEDICI FLORENCE, ITALY

Studied Design, Italian, Printmaking,
Photography, Viticulture & Enology
February - June 2013

PROFESSIONAL PROFILE



Creatively driven art director with 7+ years of experience who is self-motivated, ambitious, and detail oriented with a deep-seeded passion for both print and digital media. Specializes in strategic branding, content creation, and art direction. Performs with an acute aesthetic, and eye for design. Exceptional interpersonal skills with efficient time management proficiency, and positively responds to criticism or feedback.



SKILLS

Art Direction	Photo Staging/Styling	Brochure Design	Typography
Brand Identity	Logo Development	Presentation Design	Illustration
Digital Marketing	Online/Email Marketing	Print Production	Color Theory
Advertising Campaigns	Content Strategy	Layout/Editorial Design	Photo Editing
Packaging Design	Web Design	Print Design	Adobe Creative Suite

CAREER PROGRESSION

TRISTAR PRODUCTS INC.

Junior Art Director | September 2017 - Present

Designed unique logos, visually engaging packaging, and comprehensive brand style guides for product lines. Oversaw the complete Copper Chef revamp, including the sub-brand expansion of Copper Chef Diamond, and Black Diamond. Lead the creation of a Copper Chef and PowerXL style manual to ensure uniformity across all marketing channels to enforce no dilution of the brand. Art directed photoshoots; including set design, shot lists, booking talent, styling, and photo retouching. Executed marketing assets for tradeshow, and sales meetings. Collaborated with industry specialists, translators, and print vendors to develop international bilingual fashion, beauty, houseware, and medical packaging. Easily managed an ever-changing workflow in a fast-paced environment while balancing various projects simultaneously.

VERMONT SMOKE & CURE

Freelance Graphic Designer | April 2016 - December 2018

Asset creation to support campaigns integrated across various mediums including print, web, email, and social media. Strong understanding of designing for CPG products. Designed presentations, business sell sheets, and mock-ups for distribution meetings. Produced creatives for new product launches, web ads, MailChimp newsletters, Amazon updates, and Shopify content that increased brand awareness, social media growth, and boosted online sales revenue.

HEALTHY LIVING MARKET & CAFE

Senior Graphic Designer | April 2014 - July 2016

Propelled vision and brand identity by creating graphics for digital projects, print, packaging, email newsletters, and social media outlets from concept to completion. Developed marketing initiatives through innovative solutions resulting in improved customer experience and increased online presence. Balanced priorities and strict deadlines with ease. Targeted demographics through advertising campaigns. Oversaw production of sales flyers, product packaging, brochures, store signage (shelf talkers, decals, window displays, posters), promotional collateral, and coupons. Photographed events, stylized food, and content for various outlets. Collaboratively refreshed logo with outside talent. Restructured brand standards guidelines to further company image and implemented through store assets.

DRIVEN STUDIO

Graphic Design Internship | December 2013 - April 2014

Assisted the creative team with the conceptualization and development of campaigns, illustrated graphics, website updates, and print collateral that adhered to the established Cabot Creamery identity.