

DYANA CARVAJAL

SENIOR GRAPHIC DESIGNER DIGITAL MARKETING ART DIRECTOR

CONTACT

☎ 201-282-7973
✉ dyanagraphics@gmail.com
📍 Wilkes Barre, PA
📷 @dyanagraphics

SKILLS + SOFTWARE TOOLS

- Typography / Photography
- Photo Editing
- Customer Service
- Administrative Duties
- Color Matching / Sketching
- Social Media Management
- Responsive Web Design
- Content Creation
- Team / Project Management
- Copywriting
- Website Maintenance
- Knowledge with CAD Tools
- Buffer | Hootsuite | Later
- Quickbooks
- Canva
- Adobe Creative Suite



- Microsoft Office



- Microsoft Windows and MAC Operating Systems



- Video Editing Software



REFERENCES

Roger Maggio - 201-841-3333
CEO / Founder - Artography

James De Los Santos - 201-899-0335
CEO / Founder - Hudpost

Andy Birnbaum - 201-523-1072
Marketing Director - General Devices

COVER LETTER

TO WHOM IT MAY CONCERN,

I am writing to express my strong interest in the position available at your company. With extensive experience in customer service, social media marketing, content creation, and graphic design, I am confident in my ability to make a significant contribution to your team.

As a motivated individual proficient in Adobe Creative Suite and Microsoft Office, I am well-equipped to thrive in a fast-paced working environment with minimal supervision. Throughout my career, I have consistently demonstrated the ability to develop and implement successful marketing strategies, create engaging content for various social media platforms, and design visually appealing marketing materials, such as catalogs, website banners, and mailers.

What sets me apart is my diverse skill set and commitment to giving back to the community. In addition to my marketing expertise, I am also a photographer, mixed media artist, and event organizer for charity events in my community. I believe in the transformative power of creativity and regularly volunteer my time and resources to support local organizations and charities. I aim to inspire others to discover their own creativity and use it to improve their lives and the lives of those around them.

As a team player who values open-mindedness and collaboration, I am comfortable working with a variety of personalities. I believe in the importance of strong communication skills and the ability to adapt to changing market trends. With my ability to analyze data, generate insights, and make data-driven decisions, I ensure that my marketing strategies are effective and yield positive results.

I am excited about the opportunity to join your company and contribute to its growth and success. I am confident that my skills, experience, and passion for art and marketing make me an excellent fit for your team.

Thank you for considering my application. I look forward to the possibility of discussing how my skills and experience can benefit your company.

Sincerely,
Dyana Carvajal

PORTFOLIO LINK

dyanagraphics.com/portfolio

WORK EXPERIENCE

DIAMOND HUT JEWELERS Social Media Marketing Manager

11/2023 - PRESENT
JERSEY CITY, NJ

- Foster a positive online community, actively engaging with followers and addressing customer inquiries.
- Develop and execute comprehensive content plans, emphasizing visual storytelling to meet marketing objectives.
- Successfully grew social media presence, resulting in increased traffic and brand visibility.
- Create and curate visually compelling content, focusing on photography and editing to align with current trends and audience preferences.
- Analyze social media performance metrics to optimize strategies, drive engagement, and increase traffic across platforms.

HUDPOST Videographer / Photographer / Event Organizer

07/2022 - PRESENT
HUDSON COUNTY, NJ

- Design dynamic digital marketing content tailored for social media engagement.
- Collaborate with writers and editors to produce compelling multimedia articles.
- Coordinate event coverage, capturing high-quality footage for promotional and editorial purposes.

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TRIBECA CABINETRY Marketing Director / Graphic Designer

02/2023 - 10/2023
SADDLE BROOK, NJ

- Develop and implement social media strategies to enhance brand visibility, engagement, and lead generation.
- Lead the creation of visually appealing catalogs, banners, and promotional assets across digital and print platforms.
- Write persuasive copy for social media and email campaigns, leveraging CRM insights for targeted marketing efforts.

ARTOGRAPHY LIMITED Creative Graphic Designer

10/2021 - 02/2023
ENGLEWOOD CLIFFS, NJ

- Build and edit existing websites using WIX and Shopify platforms.
- Design logos, banners, and print materials such as catalogs and flyers to support branding strategies.
- Manage social media platforms such as Instagram and Facebook by designing and scheduling posts.
- Use platforms such as Mailchimp to prepare email blasts.

MANHATTAN SIGNS Production / Graphic Designer

10/2019 - 03/2020
BELLEVILLE, NJ

- Prepared files for printing and cutting, ensuring high-quality output.
- Handled vinyl weeding and masking for ADA signage.
- Performed typesetting, proofreading, and photo retouching tasks.
- Created layouts and production files using CAD tools for clients, installers, and outsourcing.

JMS SIGNS AND AWNING Administrative / Graphic Designer

04/2019 - 07/2019
BELLEVILLE, NJ

- Prepared custom designs and production files for clients and installers.
- Managed office tasks, including answering phones, emails, and maintaining supply inventory.
- Generated monthly financial reports and assisted with preparing proposals, estimates, and City Hall permits.

GENERAL DEVICES Graphic Design Coordinator

06/2018 - 04/2019
RIDGEFIELD, NJ

- Enhanced the company's visual identity by redesigning and managing marketing materials.
- Designed branded content for trade shows, social media, email campaigns, flyers, and websites.
- Collaborated with the sales and writing teams to achieve specific project objectives.

ESSENTIAL GROUP Graphic Designer

10/2016 - 9/2017
TOTOWA, NJ

- Developed and edited websites using WIX and Squarespace platforms.
- Designed marketing materials including logos, brochures, newsletters, and advertisements.
- Consulted with clients to create designs aligned with their marketing goals.
- Implemented and managed social media campaigns, driving measurable engagement.

VISUAL GRAPHIC SYSTEMS Graphic / Production Designer

02/2012 - 06/2016
CARLSTADT, NJ

- Prepared digital files for printing and created editable order forms for the web.
- Designed custom flyers, menus, posters, and banners for a variety of businesses.
- Managed HP Designjet and HP Latex printers, ensuring efficient project workflow.
- Collaborated with designers to ensure client satisfaction, handling tasks such as typesetting, photo retouching, and color matching.

EDUCATION

WOOD TOBÉ-COBURN SCHOOL

Associates Degree in Graphic Design

2010 - 2012
NEW YORK, NY

LANGUAGES

Fluent in Spanish