

MARIA CORINA

GRAPHIC DESIGNER AND MANAGER

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PORTFOLIO

www.mariacorinadesign.com

EDUCATION

BBA in Strategic Design & Management

Parsons The New School for Design

New York, NY

2011

LANGUAGES

English & Spanish

Conversational Italian

SOFTWARE

12+ Years experience

Adobe Creative Cloud

8+ Years Experience

HTML/CCS

2+ Years experience

Figma

SKILLS

Advertising Design

Brand Identity

Project Management

Creative problem solving

Collaboration

Organization

MEMBERSHIPS

Connecticut AIGA

New Haven Chamber of Commerce

PROGRAMS

Knownpreneurs Growth Lab, 2021

Cohort 2

EXPERIENCE

Founder & Creative Director, Creating Spaces

June 2017 - June 2023

- Designed brand identity packages for new businesses.
- Created print and digital assets for clients' advertising and marketing campaigns.
- Developed websites and trained clients on backend usage.
- Managed 12 clients' social media portfolios, including Meta, TikTok, and Twitter accounts; maintained a monthly social media following growth average of 130%.
- Utilized photography, copywriting, and design skills to create social media content; and conducted hashtag and trending audio research.
- Built company procedures and administrative practices.
- Managed operations, financial budget and revenue projections, and bookkeeping.

Operations Manager | Next Door

June 2018 - March 2021

- Planned, researched and created graphics for advertising opportunities and social media marketing campaigns
- Designed the bar and dinner menus.
- Built website and managed SEO, updated monthly.
- Managed online presence; created social media content, infographics and interactive posts.
- Supported and supervised the development of 25-30 employees. Handled human resource tasks: employee conduct, vetting, recruitment and termination.
- Produced the event space and created public events to attract more clientele. Managed private/public events: menu creation & customer communication.
- Fostered customer relationships and handled complaints and concerns, which led to a 99% satisfaction rating.

General Manager | G Cafe Bakery

August 2014 - June 2017

- Coordinated and led the brand strategy for marketing team.
- Designed website and created a social media presence.
- Managed the operation for three locations, one in Branford, CT and two in New Haven, CT.
- Supervised 30-40 employees and handled human resource.
- Led expansion opportunity research.