

# Alaric C. Abreu

Innovative, solution-oriented creative with a reputable track record of designing compelling digital and print marketing materials across a variety of channels. Proven success devising ideas and solutions that propel brand awareness, synergize with brand image and client's vision, and surpass clients' expectations. Stellar communicator and team-player adept in coordinating ideas to develop exceptional designs in fast-paced environments and to strict deadlines. Leverageable expertise in creating highly engaging email, print, and social media campaigns.

## Career Experience

2018 - PRESENT

*Hidef Lifestyle, Harrisburg, Pennsylvania*

### CREATIVE DIRECTOR

Spearhead digital and print media campaigns, leading conceptualization, creation, and successful execution. Brainstorm unique ideas and marketing campaign strategies in collaboration with the Owner and Sales Director. Execute social media content creation and oversee video production to ensure quality, accuracy, and alignment with brand image. Steer on time and in budget project completion; managing several tasks simultaneously.

- Generated ~\$250K in online sales exclusively through delivery of effective email campaigns.
- Triggered 25% increase in orders and 68% increase in online store sessions on Shopify.
- Drove significant boost in social media presence, engagement, and quality.
- Dedicated to improving skills, capabilities, and industry knowledge, taking all opportunities for additional training.

### CONTACT

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### EDUCATION

2012

*Associate of Applied Science,  
Graphic Communications & Printing  
Thaddeus Stevens College of  
Technology, Lancaster, PA  
Phi Theta Kappa Honor Society Member*

2008

*Associate of Arts and Science, Digital  
Filmmaking & Video Productions  
The Art Institutes of Philadelphia,  
Pennsylvania*

### TECHNICAL PROFICIENCIES

- Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- HTML Programming Language
- CSS Programming Language
- Shopify
- Mailchimp
- Wordpress
- Mac and Windows OS
- Microsoft Office

### PROFESSIONAL TRAINING

**Marketing Automation Workshop**  
*NetSuite*

**Communicating for  
Leadership Success**  
*DDI*

**Computer Systems  
Technology**  
*Lancaster County Career &  
Technology Center*

# Experience Continued

2013-2018

*Listrak, Lititz, Pennsylvania*

## **GRAPHIC DESIGNER**

Led design process, collaborated with the team to produce innovative solutions that drove brand's value and awareness, achieved brief objectives, and consistently exceeded the client's expectations. Created engaging email campaigns by effectively translating content to achieve opens and clicks. Transformed layered creative deliverables into responsive email-friendly HTML. Controlled branding consistency by maintaining boilerplates, templates, and documentation and ensuring strict adherence to brand guidelines for all designers.

- Produced engaging, fresh campaigns for leading retailers as Lead Designer and full-service solution expert.
- Trained and mentored interns; monitored and reported on progress and managed production standards.
- Captured client's vision adeptly and delivered high-quality designs, often without standard branding to work from.

2010-PRESENT

*Freelance / Self-employed, Lancaster, Pennsylvania*

## **GRAPHIC DESIGNER / PHOTO EDITOR**

Develop marketing materials in both digital and traditional media spheres and gather and edit inventory photography. Produce digital marketing materials, including webpage designs, email campaigns, and social media posts. Craft graphics for print materials, including business cards, invitations, brochures, and flyers. Generate and print images for apparel. Create vehicle wrap designs and oversee printing and installation. Retouch photographs by color-correcting and removing backgrounds.

- Cultivated robust base of regular clients, based on delivery of exceptional graphic design services.
- Redesigned website of local construction company and triggered 12+ estimate requests in first two weeks.
- Edited over 400 car listings using Photoshop, with each listing averaging 30 photos.
- Launched own Etsy shop that has generated 300+ sales and 4000+ Facebook followers in under one year.

Additional experience as **Graphic Designer** at Elizabethtown College and **Photographer** at Primitives by Kathy

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## References

### **DAVE FISHER**

*VP of Operations, Hidef Lifestyle*

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### **JAMIE RENNA**

*Art Director, Mobile Marketing*

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### **TRAVIS BUCK**

*Creative Director, Listrak*

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