

# Jennifer Galasso

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19 Bates Avenue, Warwick, RI 02888

Portfolio: [Jennifergalasso.com/design](http://Jennifergalasso.com/design)

## Graphic and Web Designer

*Professional designer who is passionate about creating an innovative branding and marketing strategy through print and media design.*

*Highly adept at developing corporate identities and marketing plans and taking these concepts throughout promotional materials, advertisements, web presence, as well as social media graphics.*

## Experience

### **Jennifer Galasso Design, Freelance Graphic and Web Designer, Warwick, RI (2007- Present)**

- \* Develop and maintain informational and ecommerce websites, blogs, and social media presence for individuals and companies.
- \* Consult with clients to learn about their business in order to create an effective marketing strategy and a dynamic brand identity.
- \* Create logos, print ads, marketing materials, web banners, and other digital and print media to be consistent with the company's identity and brand message. Convey this message through ad copy and design.

### **St. Peter School, Graphic and Web Designer, Warwick, RI (2007- Present)**

- \* Created and maintain an informational website which serves as both a resource for students and parents and a first impression for potential families.
- \* Design print advertisements and marketing materials to promote awareness of the school and increase new enrollment.
- \* Use social media and Constant Contact to promote the school and keep current students and potential families informed of news and special events.

### **Re/Max Professional (Real Estate Marketing), Graphic Designer/Marketing, East Greenwich, RI (2002- 2006)**

- \* Designed print advertisements and marketing materials for real estate agents to promote their services and listings.
- \* Consulted with the agents to develop a consistent design for all their promotional materials.
- \* Developed copy for the agents to help make their services and listings more marketable in a competitive environment.

## Expertise

### **Adobe Creative Suite**

Photoshop CS6  
Illustrator CS6  
InDesign CS6  
Flash CS6  
Dreamweaver CS6

### **Microsoft Office**

Word  
Excel  
Powerpoint  
Publisher

### **Web Design**

HTML, XHTML, CSS  
SEO  
Javascript  
PHP, MySQL

### **Additional Skills**

Content & Project Management  
(Wordpress, Dropbox, CPanel)  
Constant Contact  
Mac OSX, Windows 8

## Education

**Graphic, Web, & Multimedia Design, Sessions School of Design, New York, NY (2003 - 2007)**

**B.A. Psychology & Studio Art, Providence College, Providence, RI (1991 - 1995)**