


## CONTACT

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## ABOUT

Versatile and passionate creative professional, dedicated to delivering impactful graphic design and marketing strategies. Exceptional interpersonal skills and ability to manage multiple projects while following strict deadlines.

## EDUCATION

**Long Island University**

Brookville, New York

**BFA in Digital Art and Design**

Class of 2023

## SKILLS

Adobe Creative Suite

Amazon Seller Central

Canva

Constant Contact

Maya Autodesk

Meta Business Suite

Mailchimp

Microsoft 365 Suite

Wordpress

Wix

## AWARDS

**Student Government Association**

Presidential Leadership Award

**WCWP/The Wave Radio Station**

Art Beltrone Founders Award

**WCWP/The Wave Radio Station**

Station Manager Excellence Award

**Long Island University**

Recognition Scholarship

**Long Island University**

Dean's List

**AMC Theatres**

Employee of the Month

# DeAnna Aguinaldo

GRAPHIC DESIGNER

## EXPERIENCE

### DESIGN & CONTENT STRATEGIST | ESQUIRE BRAND MANAGEMENT

2023 - PRESENT

Executes social media marketing campaigns to enhance brand awareness for law firm clients across multiple platforms posting graphics, blog posts, and press releases. Handles website updates, administrative support, calendar management, and content proofreading. Additionally, I distribute newsletters and email marketing campaigns via Mailchimp. Leveraging my graphic design skills, I create advertisements, business cards, resumes, PowerPoints, and email signatures. I also coordinate community service opportunities to strengthen client outreach and visibility.

### FILM CREW SUPERVISOR | AMC THEATRES

2016 - 2024

Lead and trained associates, ensured a cohesive team environment and addressed guest service issues. Managed inventory, opening/closing procedures, and implemented creative marketing strategies for movie releases. Performed diverse tasks including cash handling, stocking, food preparation, ticket sales, and bartending. Provided exceptional customer service to over 1000 guests per shift in a fast-paced environment.

### GRAPHIC DESIGNER | LIU RADIO STATION

2019 - 2023

Rebranded the campus radio station by creating a cohesive brand identity through a new logo, radio show graphics, and promotional merchandise. Managed the station's Instagram, implementing digital marketing strategies to engage students, promote events, and increase brand visibility. Designed graphics featuring LIU athletic teams to promote FM broadcasts.

### STUDENT STATION MANAGER | LIU RADIO STATION

2021 - 2023

Managed all operations, organized events and fundraisers, and trained members in live radio show and podcast production. Implemented strategic initiatives to revitalize the organization post-pandemic, fostering a creative environment that grew membership from 5 to over 50 in one semester.

### LAYOUT EDITOR | LIU THE TIDE NEWSPAPER

2021 - 2023

My primary responsibilities included designing advertisements, image preparation to retouch, edit, and color correct photos, devised cohesive concepts and layouts for newspaper pages, ensuring visual appeal and readability. Worked effectively to prepare print ready documents and meet tight printer deadlines.

### COMPUTER LAB TECHNICIAN | LIU DESIGN DEPT.

2021 - 2023

I maintained a Macintosh-based facility with 100+ workstations, updating software and servicing printers, die-cutters, and scanners. I mentored students and led bi-semester academic advising meetings on technology and degree requirements.

### GRAPHIC DESIGN INTERN | JACMEL JEWELRY

2021 - 2022

I specialized in e-commerce distribution, creating promotional graphics and copywriting for jewelry and accessory products on Amazon Seller Central. Additionally, I collaborated with senior designers on packaging for clients such as Disney, Warner Bros, and Walmart. I also handled product photography for social media and inventory purposes.