

TARA BRUNO

Graphic Designer | Digital Design | Social Media Content Creator

PERSONAL PROFILE

I am a creative, hard-working, multi-tasking, and highly organized graphic designer who can provide you with an engaged and dedicated employee from day one. I am well versed in all aspects of print production, digital marketing, social media content creation on both MAC and PC platforms. I am a team player with excellent verbal and written communication skills. I'm budget conscious and I'm always looking to improve any process put in front of me.

PROFESSIONAL CAREER

Marketing Coordinator | Graphic Designer | Social Media Specialist

Spring Mill Associates | 2019 - 2023

- Provided several successful marketing campaigns to increase golf membership and event participation within the club. Built brand recognition with the local community.
- Designed, wrote content, distributed, and maintained all communications from the club, including signage, menus, event promotions, advertising, email campaigns, flyers, website content, slideshows, corporate branding and all social media marketing for four lines of business – restaurant, banquet, golf and fitness facilities
- Implemented processes for incoming lead generation for the sales team and maintained an email list of members and prospective customer base. Email listing has increased exponentially in the past four years.
- Design and maintained three websites on WordPress. Regularly monitor Google Analytics and develop strategies for SEO and keyword optimization.
- Took digital photographs and videos for marketing campaigns, social media, and website content.
- Scheduled and planned all events in the restaurant and communicated regularly to ensure all members were informed and received excellent customer service.

Senior Graphic Designer

StayWell | 2006 - November 2018

- Achieved a high level client satisfaction for multiple clients
- Executed a variety of publication designs from conceptualization through production
- Created infographics for print and web
- Digital photographer for in-house photo shoots
- Slashed photo costs by creating a process for the digital asset photo library topping 225k in assets (metadata creation and implementation)
- Coordinated with engineering department to organize and restructure servers, reducing data storage costs
- Trained other designers how to create 508 PDFs
- Proactively trouble shot release processes for several departments

GET IN TOUCH

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ACADEMIC BACKGROUND

Kutztown University

*Bachelor of Fine Arts Communication Design
Magna Cum Laude*

SKILL SET

- Expert in Adobe Creative Suite, InDesign, Illustrator, Photoshop, Acrobat
- Microsoft Office including Word, PowerPoint, Excel
- WordPress and Divi Theme
- HTML, Email design with MailChimp
- Digital strategy for Social Media platforms including Facebook, Instagram, Twitter, Pinterest, Linked In, Google, TripAdvisor
- Multiple tasks within tight deadlines
- DSL Photography with editing and retouching
- 20 years of pre-press and print production abilities (Preflight, FlightCheck, etc.)
- Digital Asset Management - including metadata creation and organization
- Team player and very flexible with multiple changes to documents.

ACCOMPLISHMENTS

- Increased membership by 200 golfers by running a geo-fencing campaign.
- Improved SEO in local and regional spaces
- Saved 12k a year by combining services and streamlining duplicate web services.
- Decreased cost of marketing four properties using free and paid resources within a limited budget
- Healthcare Advertising Awards - Best of Show - Harvard Pilgrim Health Care, Stride HMO
- Hermes 2018 - Gold - Touro Infirmary, *In Good Health* 2018
- MarCom 2017 - Gold - Harvard Pilgrim Health Care, Stride HMO
- Hemes 2017 - Honorable Mention - Holy Redeemer, *LifeLinks* 2017
- Communicator Awards 2017 - Award of Distinction - Harvard Pilgrim Health Care, Stride HMO