

ALEX PERRY

Multimedia Designer

Education

Rollins College, 2015
*Bachelors of Communication,
Public Relations Concentration*

NYU, Steinheart School
Summer Semester

Certificates

Google Ads
Display Specialization

HubSpot
Inbound Marketing

Udemy
Responsive Email List Building

Design Skills

Graphic Design
Photoshop, InDesign, Illustrator

Web Design
*WordPress, Basic HTML + CSS,
Showit*

Photography
Lightroom, Digital Photography

Digital Strategy

SEO & SEM
Google Analytics, Writing for SEO

Email Marketing
Email Re-targeting & Segmentation

Social Media
Content Strategy, Community Building

LEAD MULTIMEDIA DESIGNER

Crystal Clear Digital Marketing | 2017 - Present | Orlando, FL

- Design custom promotions for medical based clients with a \$2k monthly budget exclusively for special offers.
- Create click through campaign collateral (banners, landing pages, and social media graphics)
- Schedule email and social media campaigns with proprietary software.
- Cultivate strategies for \$3K events, initiatives to secure attendance, and digital design to aid in conversions.
- Segment emails with A/B testing according to groups, open rates, and subject lines.
- Write social media content that generated 1K monthly impressions across Facebook and Instagram.

FREELANCE DESIGNER & MARKETING ASSOCIATE

Orlando Marketing | 2016 - 2017 | Winter Park, FL

- Created digital and print assets for clients within the MedSpa, Fitness and Retail industry.
- Managed content creation, including images and copy, for promotions, sales, and offers to increase customer engagement and revenue.
- Posted to social media and engaged with community via comments and replies.
- Built robust Wix and Squarespace sites.
- Wrote content pages to support SEO strategy.

GRAPHIC DESIGNER

YMD Eye & Face | 2015 - 2016 | Winter Park, FL

- Wrote and designed content around specials, events, and awareness.
- Project managed workflow for both print and digital content.
- Created the brand identity of the cosmetic practice for impact across print and digital platforms including social media.
- Developed, designed, and met ad deadlines for over 10 monthly publications throughout the Orlando area.
- Generated analytical data to meet best practice marketing initiatives and eventuate effectiveness.
- Produced key print and digital collateral pieces such as social media, brochures, promotional flyers, web banner ads, infographics, and digital and print signage