



arianatoro

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Portfolio: www.arianatoro.com

## SKILLS

- Graphic Design
- Social Media Strategy, Design & Management
- Editorial Layout
- Presentation Design
- Web Design
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)
- CSS, HTML, JavaScript Proficient
- Email Marketing
- Print Production/Pre-Press
- Branding & Product Positioning
- Packaging Design
- Bilingual (English, Spanish)

## VERSATILE GRAPHIC & WEB DESIGNER

Experienced design professional with a keen eye for detail and unique combination of marketing, strategic thinking and project management skills. Over 15 years of solid performance in design with a proven record of successful projects across multiple industries and markets. A creative thinker and proactive problem-solver that anticipates and leads change through innovative design solutions.

## PROFESSIONAL EXPERIENCE

DEL TORO DESIGNS – Greer, SC

*Graphic and web design firm*

**Owner/Creative Director/Designer, 1/2010 – Present**

- Establish and manage client portfolio and maintain long-term client relationships through continued design support and accessibility for rush projects
- Develop and execute creative design solutions for client branding, digital marketing, product packaging and positioning, and print media in a variety of industries
- Work closely with client points-of-contact to keep project timelines on schedule and messaging on-target
- Conceptualize logos, flyers, tradeshow/event materials, print publications, social media graphics, email marketing, infographics, research reports
- Create and develop engaging websites including wireframes and mock-ups
- Develop and execute social media strategies for brand awareness and growth

HSD FITNESS – Boca Raton, FL

*Strength and conditioning facility*

**Marketing Director, 1/2017 –1/2023**

- Developed and executed marketing strategies to attract new members, retain existing ones, and drive revenue growth
- Created complete brand identity for fitness market visibility
- Built strong social media presence across various social media channels, including YouTube
- Responsible for instructional video editing
- Managed email marketing efforts to members and prospective client leads
- Assisted in event planning and design

SKILLSTORM – Fort Lauderdale, FL

*Multimillion-dollar IT and Engineering services and consulting firm*

**Marketing Project Manager, 8/2007 to 1/2011**

- Completed full life-cycle projects including graphic design/illustration, copywriting, pre-press and printing for a wide range of marketing collateral including but not limited to brochures, sales flyers, corporate presentations, manuals, direct mail and newsletters
- Managed company-wide internal broadcasting system, including content design and scheduling
- Responsible for web maintenance including web copy, layouts, web optimization and flash headers for corporate intranet and two websites
- Managed media relations including business award initiatives, increasing coverage in local and national media by 610% in one year and resulting in a 67% increase in awards received in 2010
- Served as Acting Marketing Manager while current VP of Marketing was on leave

## EDUCATION

MONTCLAIR STATE UNIVERSITY– Upper Montclair, NJ

**Bachelor of Arts**

Major: Communication Studies ● Graduated Summa Cum Laude