

NOAMI FOSTER

Graphic & Web Designer | Email & Social Media Marketing

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Driven and talented graphic designer with over 10 years of print and digital design experience. Especially skilled in creating and directing corporate and new business design. Deep knowledge of the layout principles and aesthetics design concepts. Profound ability to plan and schedule work.

Achievements

- Created email and social media campaigns increasing conversion rate 30%
- Developed new business design ideas from B2B to B2C
- Helped small business expand their brand awareness using social media

Technical Knowledge

- Email Services: iContact, Constant Contact, Mail Chimp and Cheetah Mail
- Knowledge of HTML/CSS, Adobe Create Suite/Cloud, Microsoft Office
- Proficient with Mac and Windows platform

Professional Experience

ONEJDESIGN

Graphic Designer 4/2006 – Current

- Conceptualize and implement design solutions that meet client marketing strategies from concept to completion, designs include but not limited to, logos, brochures, print advertisement, banner ads, digital design, email templates and signage
- Manages own time effectively across multiple jobs and project schedules
- Work directly with print vendors, provide print ready files, and approve final design builds prior to release

CURRENT CATALOG

Email Marketing Coordinator 8/2013 – 11/2014

- Coordinated email marketing campaigns and production process for 8 brands which included: planning, scheduling, vendor audit, and execution of daily promotional email campaigns
- Worked with Marketing Directors and Brand/Design Managers to coordinate web designers and copywriters work flow to ensure all deadlines and creative requirements are met for daily email campaigns
- Organized weekly specialized and defined information for creative review with Brand Managers, Marketing Director and Vice-President
- Suggested improvements to email campaign process and independently completed small projects within a defined course of action

THE DENVER POST

Graphic Designer 8/1997 – 11/2011

- Designed innovative campaign advertisements, as well as templates and working files for the production team to implement
- Prepared research information, recommended design ideas and contributed to brainstorming sessions for daily production work, social media engagement and ad campaigns
- Managed 7-10 daily design projects, delivering quality work while meeting aggressive deadline



Volunteer Experience

Celebration Of Children

Creative Director

3/2010 – Current

- Design and implementing visual identity across all channels
- Develop and execute email strategies, social media calendar and special outreach campaigns
- Promote and support special events and marketing programs by collaborating with artists, organizations and vendors in order to accomplish team projects. Also staff booths at outside events as needed

Goals

- Seeking a company that demands high-quality design to further business goals and professional image.
- Remain current on design, marketing and industry trends by researching and attending conferences, seminars and classes

Education

Colorado Technical University
B.S. Visual Communications

Western State College
B.A. Commercial Art

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