

# NOAMI FOSTER

Print and Digital Graphic Designer  
Digital Marketing Specialist

[www.onejdesigns.com](http://www.onejdesigns.com)

(720) 278-8068

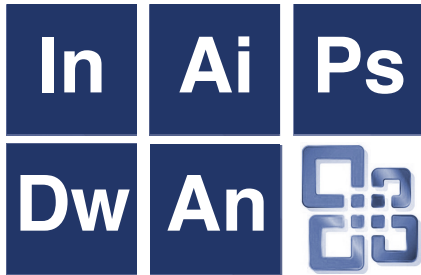
[noami.onejdesigns@gmail.com](mailto:noami.onejdesigns@gmail.com)

 [www.linkedin.com/in/njfooster](http://www.linkedin.com/in/njfooster)

 @onejdesign

 @onejdesigns

A talented visual communicator with over 10 years of print and digital design experience, creating design solutions with visual impact. Knowledge of principles and techniques of design, layout, color, and font use for print and digital production.



## Technical Knowledge

- Email Service Providers: iContact, Constant Contact, Mail Chimp, Listrak and Cheetah Mail
- CMS: Wordpress, SquareSpace, and Wix
- Google Analytics and Facebook Insights
- Knowledge of HTML/CSS, FTP, Adobe Creative Cloud, Microsoft Office
- Proficient with Mac and Windows platform

## Goals

- Seeking a position to utilize years of design and marketing experience to the benefit company and it's clientele.
- Remain current on design, marketing and industry trends by researching and attending conferences, seminars and classes.
- Would like to be a part of an organizations that supports non-profit initiative in the community.

## Education

Colorado Technical University  
B.S. Visual Communications  
Western State College  
B.A. Commercial Art

## Achievements

- Created display ads, email and social media campaigns increasing conversion rate 25%
- Developed creative and new business design ideas from B2B to B2C
- Helped business expand their brand awareness using print design, social media, and digital marketing campaigns

## Professional Experience

### AMERICAN FURNITURE WAREHOUSE

#### Digital Designer/ Specialist 1/2016 – Current

- Collaborate with copywriter, social media specialist, email specialist, designers, videographers, and web developers to build creative assets needed for a successful campaign
- Maintain relationships with ad agencies, media partners, and third-party vendors including, working closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements resulting in a positive ROI
- Work with executive team to analyzing product information, advertising history and needs, to provide appropriate design messaging to communicate American Furniture Warehouse's B2C and B2B marketing strategies and brand awareness
- Create and execute digital marketing and promotions plans through owned channels i.e. social media, email, website to achieve eCommerce sales goals as well as, design and deploy A/B testing and CRO tactics to improve performance. Use Facebook Insights and Google Analytics to collect data.
- Design and develop graphics for LED message boards, digital display ads, landing pages, email campaigns, social media content as well as print ads

### ONEJDESIGN

#### Freelance Graphic Designer 4/2006 – Current

- Communicate with clients to make design decisions based on audience, cost and deadlines, designs include but not limited to newspaper, magazine, banner ads, social media, email and signage.
- Design and communicate best practices to produce effective graphics and interesting content.
- Work directly with print vendors, provide print ready files, and approve final design builds prior to release

### CURRENT CONSUMER GROUP

#### Email Marketing Coordinator 8/2013 – 11/2014

- Coordinated email marketing campaigns and production process for 9 brands which included: planning, scheduling, vendor audit, and execution of daily promotional email campaigns
- Organized weekly specialized and defined information for creative review with Brand Managers, Marketing Director and Vice-President.
- Researched, developed, analyzed and presented creative ideas and concepts by choosing the appropriate media and style that met each of the brands objectives

### THE DENVER POST

#### Graphic Designer 8/1997 – 11/2011

- Design work for a wide range of brand collateral and campaign assets for both digital and print.
- Prepared final design for print-ready or digital use.
- Managed 10-15 daily design projects, delivering quality work with accuracy while meeting daily deadline in a fast-past environment.