

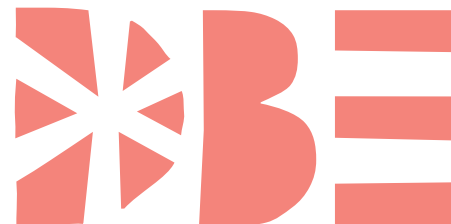
DANA BAUMGARTNER

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EXPERIENCE

FREELANCE GRAPHIC DESIGNER

2018 – Now

- + Work with a range of clients to translate ideas into creative design projects including B2B marketing, food packaging, logo design, personal websites &

ARK FOODS, Graphic Design Intern (NYC)

2019 – 2020

- + Only designer on team, collaboratively work with teams on variety of projects
- + **Sales Collateral:** Sales decks, order sheets, sell sheets, store promo sheets
- + **Product Packaging:** Design variety of CPG packaging for high volume printing (several thousand units): display ready cases, stickers, bags, boxes, mockups
- + **In-Store Marketing:** POS & retail store signage, display mockups for stores
- + **Internal:** Design for various company initiatives, create brand guidelines
- + **Social Media:** Create weekly Instagram posts for 5k audience, create web ads

KEYWEE, Office Experience Lead (NYC)

2017 – 2019

- + **Marketing Support:** Plan monthly customer events, blog & basic website edits (Wordpress), create ads, manage 200+ holiday customer gifts
- + **Social Media:** Manage company accounts (LinkedIn, Facebook, Instagram), post job openings, promote marketing events, showcase company culture
- + **Recruitment:** Post positions on various platforms, schedule & interview candidates, conduct reference checks, support offer process, onboarding
- + **Employee & Office Management:** Plan & organize employee events, write & edit company policies, manage office budget, oversee office renovation

SUCCESS ACADEMY, Business Operations Manager (NYC)

2015 – 2017

- + **Relationship Management:** Lead 3 person school based Operations team, facilitate relationships with vendors and building stakeholders
- + **Communication:** Manage internal/external communication to 400+ families
- + **Facilities:** On-site technology & training manager for 50 staff members, oversee construction management and renovations

Community Relations Manager (NYC)

- + **Communication:** Create all internal/external communications for school community of 400+ families, manage social media (Facebook)
- + **Events:** Coordinate field trips & school events, manage Parent Council
- + **Operations:** Optimize systems for scholar medication, afterschool program management, troubleshoot technical & teacher issues
- + **Office Mgmt:** Field inquiries from families and support admin

SUSTAINABLE MORRISTOWN, Coordinator (NJ)

2014 – 2015

- + **Events:** Manage 15 volunteers, plan & coordinate auction & dinner gala
- + **Project Management:** Manage intern to support completion of tasks, oversee 6 month Sustainable Jersey certification process (Bronze level)
- + **Social Media:** Manage company accounts (Facebook, Twitter), website edits

EDUCATION

2021

PRATT INSTITUTE

- + Associates Degree in Graphic Design
- + Excellence in Academic Achievement Award
- + 4.0 GPA
- + Selected work displayed in [United Nations Covid Call for Creatives](#)
- + Work displayed in NY Public Library *Posters for a Cause* show

2018 – 2019

CONTINUING EDUCATION

- + SVA, Graphic Design
- + SVA, Hand Lettering
- + The New School, Typography

2014

DREW UNIVERSITY

- + B.A. in Environmental Studies & Spanish (Honor's Thesis)

SKILLS

Adobe: Photoshop, Illustrator, Indesign, Lightroom, Adobe XD

Microsoft Office, Google Docs & G-Suite, Keynote, Mac OSX operating system

HTML, CSS, Javascript (working knowledge)

Basic Wordpress website editing

Squarespace website design

Social Media Management: Facebook, Twitter, Instagram, LinkedIn

INTERESTS

Design, Illustration, Hand Lettering

Collage, Painting, Card Making

Collecting patches & stickers

Running, The perfect French Press coffee