

DawnCorrente

Award-winning graphic designer, with a lot of marketing know-how.

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I'm a professional designer with a track record of crafting strategic and innovative designs that cut through competitive landscapes to drive brand visibility and lead generation. I possess broad expertise in B2B digital and print, and I'm committed to staying ahead of industry trends.

Furthermore, with strong collaborative skills and adept project management abilities, I thrive in fast-paced environments, delivering exceptional results consistently. I'm passionate about leveraging Artificial Intelligence (AI) ethically to enhance personal and team efficiency.

SKILLS & HIGHLIGHTS

- Keen ability to ideate and execute on-brand graphics with stunning and effective results through any channel.
- A knack for mocking up concepts and successfully communicating campaign strategies, even with complex ideas.
- Explores analytics, peer reviews, customer journeys, sales, stakeholder feedback, and other methods to understand persona and industry pain points for powerful messaging and visuals.
- Independent, self-motivating, and detail-oriented with the low-ego professionalism required to accept feedback and adjust designs as necessary.
- Effectively produces creative briefs or any design documentation with business-driven objectives.
- Energetic and professional interpersonal and communication skills. Ability to build strong relationships with freelancers, customers, vendors, and partners.
- Exceptional at managing constantly shifting priorities, multiple projects, and goals.
- Methodically organizes and maintains project files, design assets, and graphic libraries.
- Hands-on experience with marketing technology stacks such as Pardot, ActOn, Marketo, Asana, Teams, Google Analytics, Salesforce, WordPress, ZoomInfo, and more.

SOFTWARE & TOOLS

Adobe® InDesign	●●●●●
Adobe® PhotoShop	●●●●●
Adobe® Illustrator	●●●●●
Adobe® XD	●●●●●
Adobe® After Effects	●●●○○
Adobe® Premiere Pro	●●●○○
Microsoft® Office	●●●●●
Figma	●●●●○
WordPress	●●●●○
HTML/CSS	●●●○○

TOP CAREER ACHIEVEMENTS

- Led a creative team in a re-brand initiative that contributed to \$1.14 billion in revenue at a leading technology manufacturer.
- Conference coordinator and creative lead for an annual infrared conference. Quadrupled attendance and generated over \$210K in gross profits.
- Won multiple NEDMA Awards for "WOW" factor display at the Big E, a traffic-generating ad, and driving attendance to an event.
- 1st Place Winner for Design Excellence, Graphic Design Recognition Committee of Consolidated Papers.
- Readership awards from NASA Tech Briefs.

SENIOR GRAPHIC DESIGNER | The Simon Group | Mar 2022-Jan 2024

- Created print and digital designs as well as motion graphics for various clients in the technology, healthcare, and real estate industries.
- Partnered with account directors and content writers to develop communications that met or exceeded client objectives.
- Researched client industries to provide impactful designs that speak to their audience and adhere to branding guides.
- Provided error-free projects under tight deadlines while managing progress through the creative and proofing processes.
- Maintained meticulous working files and ensured that the status of all my projects in-house were up to date.
- Presented ways to streamline agency processes and design team productivity, including being on the AI Council.

GRAPHIC DESIGNER AND MARKETING DIRECTOR | Panviva (now Upland Panviva) | Feb 2018-Oct 2021

- Re-branded the company to expand our SaaS product beyond a knowledge base cloud software into digital transformation.
- Provided global design support for campaigns, emails, landing pages, social media, websites, animations, videos, and presentations.
- Directed and developed content as well as elevated designs for targeted industries and personas.
- Refined designs for campaigns and built marketing programs for prospects, partner support, and customer retention.
- Developed influential strategies for increasing attendance for company events, webinars and other engagement methods.
- Created a style guide and globally managed the brand, establishing a more professional and polished presence in the marketplace.

ART DIRECTOR | DataGravity, Inc | Feb 2015-Sept 2017

- Provided marketing strategy and design for brochures, case studies, whitepapers, eBooks, social media, website. and presentations.
- Delivered marketing campaign ideas and improved HTML invites with landing pages for prospects, customers, and partners.
- Created relevant, impactful graphics for blogs, social media, and various sales and marketing tools under tight deadlines.
- Supported multiple sales and partner channels as well as internal department requirements.

GRAPHIC DESIGNER/CREATIVE DIRECTOR | Genscape, Inc. | Nov 2012-Apr 2014

- Worked with internal stakeholders to reboot Genscape's look with a complete re-brand, including a new logo, website, and collateral.
- Tackled complex design initiatives like software UI and integrated automated report layouts.
- Worked with sales and product management teams to align product features and releases with marketing assets and sales tools.
- Elevated assets to the next level with interactivity, producing measured improvements in quality lead generation and revenue.
- Improved drip campaign engagement using A/B testing, resulting in more opt-ins.

SENIOR ART DIRECTOR | Sullivan Creative Agency | Sept 2011-Nov 2012

- Presented detailed marketing proposals and designs to Executive Directors and business owners to sell services and win bids.
- Meticulously managed projects and client communications from development to execution for B2B, B2C, and non-profit clients.
- Directed internal and external design teams, developers, and video production teams.
- Collaborated closely with clients such as UL, NH State Tourism, Boston Children's Trust Fund, and the Dublin Hill Financial Group.

GRAPHIC DESIGNER/CREATIVE DIRECTOR | FLIR Systems, Inc. | May 1998-Feb 2010

- Built and nurtured a highly effective creative team in a fast-paced, high-demand environment.
- Developed original, breakthrough ideas to effectively position products within each target market and generate leads.
- Produced effective campaign designs with sophisticated promotional offers and educational deliverables.
- Streamlined project management for all design initiatives across multiple departments.
- Created the FLIR logo that is seen in news, movies, and documentaries worldwide.
- Designed the "Infrared Buying Guide" that remains as the company's top download today.
- Worked with the manufacturer in Sweden to provide aesthetic input for IR camera designs.
- Provided marketing, design, and event support for FLIR's world-renowned "ITC-Infrared Training Center."

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY
Bachelor's Degree in Graphic Design, 2024

UNIVERSITY OF NEW HAMPSHIRE
Web Development Certificate

UNIVERSITY OF MASSACHUSETTS
Web Design Certificate

MIDDLESEX COLLEGE
Associate Degree in Liberal Arts & Studies, Concentration in Graphic Design