

# DawnCorrente

## Professional summary:

- Focuses on driving brand visibility and lead generation
- Committed to staying ahead of industry trends
- Strong collaborative skills and adept problem-solving and project management abilities
- Thrives in fast-paced environments and a self-starter
- Passionate about leveraging AI ethically for personal and team efficiency
- Skilled in creating on-brand graphics for multiple channels, yielding impactful results
- Proficient in conveying campaign strategies, even with complex concepts
- Team player, collaborator and receptive to feedback
- Crafts concise creative briefs aligned with business objectives
- Strong interpersonal skills, adept at managing multiple projects effectively
- Meticulously organizes project files and design assets

## Senior Graphic Designer | The Simon Group Agency | Mar 2022-Jan 2024

- Created engaging designs across animated, digital, and print media for tech, healthcare, and real estate clients such as Quest Diagnostics and Bottomline Technologies.
- Collaborated with account directors and writers to develop and present creative concepts and strategies as well as meet tight client goals.
- Proposed process improvements and selected for AI Council.

## Graphic Designer & Marketing Director | Upland Parviva | Feb 2018-Oct 2021

- Produced effective visual assets across various platforms.
- Oversaw content creation and design for specific industries.
- Supervised in-house and external designers to ensure standards and deadlines are met.
- Implemented a cohesive global brand with a professional style guide.

## Art Director | DataGravity, Inc | Feb 2015-Sept 2017

- Offered marketing strategy and design for various materials including brochures, case studies, whitepapers, eBooks, social media, websites, and presentations.
- Developed campaigns for emails, landing pages, targeting prospects, customers, and partners.
- Produced impactful graphics for blogs, social media, and various marketing tools.
- Supported multiple sales, partner channels, and internal department needs.

## Graphic Designer & Creative Director | Genscape, Inc. | Nov 2012-Apr 2014

- Led Genscape's comprehensive rebranding effort, including logo, website, and collateral redesign.
- Managed diverse design projects like software UI and automated reports.
- Aligned product features with marketing assets in collaboration with sales and product teams.
- Improved asset interactivity, boosting lead generation and revenue.
- Optimized drip campaign engagement through A/B testing for increased opt-ins.

## Senior Art Director | Sullivan Creative Agency | Sept 2011-Nov 2012

- Presented marketing proposals and designs to executives and business owners, securing service contracts.
- Managed projects and client communications from development to execution for diverse clientele.
- Directed internal and external design, development, and video production teams.
- Collaborated with clients including UL, NH State Tourism, Boston Children's Trust Fund, and Dublin Hill Financial Group.

**Freelance clients:** CatapultK12, Hytrust, George Schmitt & Co., Performance Pitch, Red Hat, TribalVision Agency, UCode, Wall Street Horizon

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

 Portfolio: [dawncreates.com](http://dawncreates.com)

 [linkedin.com/in/dawncorrente](https://www.linkedin.com/in/dawncorrente)

 603 320 2555

 [dawncorrente@comcast.net](mailto:dawncorrente@comcast.net)

 New Hampshire

## Skills:

Adobe® InDesign

Adobe® PhotoShop

Adobe® Illustrator

Adobe® XD

Adobe® After Effects

Adobe® Premiere Pro

Microsoft® Powerpoint

Figma

WordPress

HTML/CSS

## Education:

### Southern New Hampshire University

Bachelor's Degree in Graphic Design

### Middlesex Community College

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

### University of New Hampshire

Web Development Certificate

### University of Massachusetts

Web Design Certificate