

GRETA SCHWARTZ

GRAPHIC DESIGN · NEW JERSEY

GRETASCREATIVE.COM

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AREAS OF EXPERTISE

- Graphic Design
- Creative Manager
- Social and Digital Advertising
- Video Editing
- Project Management
- Workflow Implementation
- Marketing
- Creative Strategist
- Operational Leadership
- Budget Management
- Team Management

MAIN INTERESTS

- TV/Movies
- Pop Culture
- Sports
- Writing
- Comedy/Improv/Storytelling
- Jigsaw Puzzles
- Working on impressions of my son's favorite TV characters

EDUCATION

Syracuse University, Bachelor of Arts, Advertising/Design

Rockhurst University Continuing Education Center, Web Design

School of Visual Arts, Web Design With HTML

REFERENCES

Aavailable upon request.

SUMMARY

Creative, upbeat, and innovative designer with extensive experience designing, producing, and managing creative projects, as well as directing a department of creatives. A highly organized and detail oriented designer, I excel in a fast-paced environment, always keeping the chaos organized, the design on point, and the team focused. Whether I am the one creating and designing the assets or managing the team working on them, I am able to communicate thoughts, ideas, and plans extraordinarily well.

EMPLOYMENT HISTORY

MARKETING & GRAPHIC ARTS DIRECTOR

Sephardic Community Center | 1998 - Present

Oversee all aspects of design, marketing, and communications for a large multi-cultural agency with a \$13 million operating budget.

Work with 10-15 individual department heads on an on-going basis to develop goals and create campaigns.

Gather content, design, and produce all marketing pieces, including brochures/catalogs, flyers/postcards, e-blasts, video promos, in-house and event signage, and social media campaigns.

Responsible for Marketing Department budget and relationships with all marketing vendors, including pricing, invoices, and all pre-press discussions.

Work closely with CEO, Board President and Board members to create and design special projects.

Supervise Social Media Manager, designers, photographers, writers, and interns.

FREELANCE DESIGN

Various | 2004 - 2020

Specialized in large-scale projects, branding, logo creation, and promotions for non-profit organizations.

REDBOOK MAGAZINE

Graphic Designer | 1997 - 1998

Designed marketing and advertising materials: invitations, announcements for events and presentations for advertisers.

SKILLS

Expert in: Adobe Creative Suite, Canva, Powtoon, Project management systems (e.g. Trello, Monday, Asana), Word Press

Proficient in: Microsoft Word/Excel/Powerpoint, Google Products, iMovie

Speak Spanish fluently.