
PERFORMANCE MARKETING & CREATIVE STRATEGY

Senior designer with expertise in performance marketing creative, paid social advertising, and creative testing. Proven ability to translate audience insights and business objectives into scalable campaigns that drive engagement, conversion, and customer growth.

KEY COMPETENCIES

Performance marketing creative
Creative testing & optimization
Paid social advertising

Motion graphics & video editing
Creative strategy & conceiving
Landing page design

Data-driven decision making
Cross-functional collaboration
AI-assisted creative workflows

PROFESSIONAL EXPERIENCE

Superbolt | New York City, NY (Hybrid)

Mar 2022 - Present

Senior Graphic Designer | Oct 2024 - Present

Lead creative strategy and execution across eight client portfolios spanning finance, apparel, healthcare, and consumer brands. Manage and mentor two designers while partnering with marketing teams to develop testing roadmaps, optimize creative performance, and scale production across Meta, TikTok, Pinterest, and YouTube.

- **Client growth:** Contributed to 25% YoY revenue growth and an 88% increase in new customer acquisition, with creative outperforming benchmarks by 2.4x
- **Client growth:** Improved performance for regulated financial campaigns by increasing submit rate 76%, approval rate 60%, and reducing CAC 30%
- Developed modular landing page templates, testing frameworks, and team documentation that established the foundation for a new web and CRO service offering
- Built an onboarding and training program that reduced designer ramp time by 40% and increased overall team productivity

Graphic Designer | Jul 2023 - Oct 2024

Led creative development across multiple client accounts, leveraging performance insights to inform campaign strategy, testing initiatives, and creative optimization across major social platforms.

- Contributed to A/B testing initiatives by optimizing hooks, messaging, formats, and visual approaches to improve campaign performance across major social platforms.
- Build decks and present creative concepts, testing recommendations, and performance insights to clients and internal stakeholders
- Partnered on client audits and pitch materials, developing creative concepts and strategic recommendations that helped convert prospects into agency clients

Graphic Designer | Mar 2023 - Jul 2023

Executed static and motion creative for paid social campaigns, supporting campaign launches and day-to-day production across Meta, TikTok, Pinterest, and Reddit.

- Designed static and motion assets aligned with acquisition and conversion-focused marketing objectives
- Maintained quality and brand consistency across high-volume production schedules and tight deadlines

Freelance Graphic Designer (Remote)

Jan 2020 - Present

Deliver creative solutions across digital, print, and visual communication projects. Manage multiple assignments simultaneously while adapting to varied brand styles and project scopes. Collaborate with stakeholders to translate concepts into polished deliverables. Execute designs spanning marketing collateral, visual assets, and print and packaging-related materials.

- Clients | VSEEN: Nike, Dyson, Spectrum, BaByliss, Nanit
 - Clients | Jessella: Human Resources Agency (HRA) of New Britain
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EDUCATION

Bachelor of Fine Arts, Communications Design (Illustration) | 2021

Pratt Institute, Brooklyn, NY

TECHNICAL SKILLS & COMPETENCIES

Motion | Monday (or task tracker proficiency) | Canva | Procreate | Microsoft Office | Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere) | Figma | ChatGPT | Parker AI | Google Workspace