

halle heimowitz

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EDUCATION

State University of New York (SUNY) at Oswego, New York – May 2017

Bachelor of Arts in Graphic Design

Minor in Journalism

Study Abroad at CAPA Florence, August 2015 – December 2015

EXPERIENCE

Freelance Marketing Associate, *Franklin First Financial, Ltd.*

March 2018 - April 2018

- Created, designed, and formatted 50+ real estate brochures for open houses each week.
- Designed personalized flyers, post cards, and booklets for real estate brokers and Franklin First Financial Loan officers.
- Created and Maintained Facebook, Instagram, and Twitter accounts for corporate and all 15 Franklin First Financial branches
- Helped design and format new marketing materials (brochures, folders, flyers, post cards) for company rebranding
- Designed weekly email announcements for meetings, training sessions, and events.

Freelance Associate Graphic Designer/Social Media Researcher, *Mission Media*

December 2017- March 2018

- Designed social media assets for Weight Watchers "Freestyle" Campaign to be used on Facebook Live, Instagram Stories, and Instagram Live.
- Analyzed and tracked Instagram posts, Instagram Live sessions, and Facebook Live sessions created by Weight Watcher ambassadors to be reported in an analysis to Weight Watchers staff each week.
- Created, drafted, and designed weekly media newsletter for Mission employees.
- Analyzed social influencer performance and social engagement on Instagram, Facebook, Twitter, and YouTube to provide recommendations for client campaigns such as St. Ives, Pandora, Sleek, Sony, & Lo Loestrin.
- Researched and developed a social media influencer database increasing effectiveness and productivity of campaigns to maximize results.

Legal Assistant, *The Law Offices of Scott Wolinetz*

September 2017- November 2017

- Reviewed, organized, and summarized records for over 400 clients.
- Drafted, prepared, edited, and proofread legal documents.
- Answered direct attorney phone lines.
- Maintained calendar for client appointments.

Freelance Designer, *The Children's Board of Oswego, Inc.*

January 2017- July 2017

- Collaborated with a local non-profit organization and web team to refresh and design brand identity.
- Created cohesive identity and brand characteristics alongside web design team.
- Designed brochure, post card, and business card to match client's mission, vision, and values.

Graphic Design Intern, *My Digital Discount*

September 2016 – January 2017

- Created template-based product packaging for Facebook and Twitter accounts for bi-weekly promotions to increase sales and online client engagement.
- Created 4+ banners and graphics on website to highlight best-selling products.
- Collaborated on developing logos for new product lines to reach targeted demographic.
- Took 1000+ photos and retouched 10 product photos to meet client needs.
- Created 8+ advertisements, banners, and signs for print to distribute to potential clients.

TECHNICAL SKILLS

- Adobe Suite (Illustrator, InDesign, Photoshop), Microsoft Office (advanced)
- Typography, Layout design, Digital Photography (advanced)
- Social Media Marketing, Press Clipping, Hootsuite, Mailchimp, Research (proficient)
- HTML, CSS, Wireframes, Visual Mockups, User Experience, User Interface (proficient)