

# halle heimowitz

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## **FREELANCE EXPERIENCE**

### ***Graphic Design Consultant, Malillo & Grossman***

*Freelance: November 2018 - December 2018*

- Designed and formatted holiday booklet sent to 8,000 clients
- Collaborated with office manager to ensure precision, readability, and brand identity.

### ***Graphic Designer, Shake Shack***

*Freelance: July 2018 - August 2018*

- Designed and formatted 20+ Shake Shack internal forms and documents
- Collaborated with the Senior Director of Finance, the Senior Accounts Payable Manager, and the finance team to ensure readability, functionality, and usability for customers and staff

### ***Marketing Associate, Franklin First Financial***

*Freelance: March 2018 - April 2018*

- Designed personalized 50+ real estate booklets and flyers for open houses each week using Photoshop and InDesign
- Created and Maintained Facebook, Instagram, and Twitter accounts for corporate and all 15 branches to increase followers
- Collaborated with Marketing Director on booklets, flyers, social media postings, and to coordinate timelines to ensure all marketing materials are showcased
- Created weekly social media postings and email announcements for Motivation Monday, the Monthly Bagel Breakfast, holidays, training sessions and events using Hootsuite and Mailchimp

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

*Freelance: December 2017- March 2018*

- Researched and developed a social media influencer database to increase effectiveness and productivity of campaigns to maximize time and results based on followers, engagement rate, location, and category
- Analyzed 1000+ social influencers based on 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
- Helped launch and design social media cards for Weight Watchers "Freestyle" Campaign to be used on Facebook Live, Instagram Stories, and Instagram Live
- Analyzed and tracked data from 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 which received 3,000,000+ impressions
- Created internal communications by designing weekly media newsletter discussing up and coming influencers and media news

### ***Print Designer, The Children's Board of Oswego, N.Y.***

*Freelance: 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.
- Collaborated on developing logos for new product lines to reach targeted demographic.
- Created 8+ advertisements, banners, and signs for print to distribute to potential clients.

## **RELATIVE EXPERIENCE**

### ***Paralegal, The Law Office of Jay Knispel***

*August 2018- Present*

- Review, organize, and summarize records for over 50 clients
- Answer direct attorney phone lines
- Draft and prepare legal documents for attorney to review
- Sign up new clients and manage their cases through Smart Advocate

## **TECHNICAL SKILLS**

- Adobe Suite (Illustrator, InDesign, Photoshop), Microsoft Office, Typography, Layout design, and Digital Photography (advanced)
- Social Media Marketing, Press Clipping, Mailchimp, Hootsuite, Customer Service, and Research (proficient)
- HTML, CSS, Wireframes, Smart Advocate and Visual Mockups (proficient)

## **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