

VANESSA VALARESE

GRAPHIC DESIGNER
MARKETING SPECIALIST

DETAILS

ADDRESS

North Hampton, NH

PHONE

(603) 502-7339

EMAIL

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LINKS

PORTFOLIO

WEBSITE

PINTEREST

ETSY

SKILLS

Critical thinking and
problem solving



Adaptability



Google Analytics



Adobe Creative Cloud



WordPress



HTML/JAVA/CSS



Social Media



PROFILE

Experienced Web and Graphic Design Professional with extensive digital marketing experience building, maintaining and running successful digital and print campaigns. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence.

EMPLOYMENT HISTORY

Web & Graphic Designer, *New Love Tees*
August 2021-Present

North Hampton, NH

- Utilized diverse business processes and strategy development.
- Effectively managed the company's social media presence via Instagram, Pinterest, Facebook and have grown Pinterest following to 3k; Instagram to 1500+ making brand a *microinfluencer*.
- Created and executed graphics in Adobe Creative Cloud (i.e. Illustrator, PhotoShop, etc).
- Delivery of effective email and ad marketing campaigns via Shopify, Google, FloDesk, Facebook, and HubSpot platforms.
- Troubleshooting of all software issues via cPanel, PHP, and WordPress.

Web and Graphic Designer - *New Love Design Co.*
March 2017- Present

North Hampton, NH

- Coordination of mailings, marketing materials, and website content.
- Developed unique content for a variety of clients' sites to improve presence and brand awareness through various social platforms.
- Identified and planned opportunities to improve client campaign performance via social platforms and print advertisements.
- Wrote, edited and proofread copy for a variety of clients.
- Evaluated client websites for mobile performance and optimal search engine rankings via Google Console, Google Analytics, and various other apps.
- Organization of contracts and accounting.
- Developed a successful line of Brand Development Workbooks.
- Worked efficiently and effectively to meet client deadlines.
- Worked to maintain a consistent look and visual theme across all client websites by promoting uniform fonts, formatting, images, and layout.
- Worked with a proficient understanding of code conversion tools.
- Designed and developed a successful Etsy store that sells SVG graphics.

Contract Data Analyst - *IDEXX Laboratories*
October 2017-March 2017 (Contract Position)

Westbrook, ME

- Effectively mined unstructured data.
- Presented data models to business teams for review.
- Researched and resolved data discrepancies with troubleshooting teams.
- Utilized algorithmic and programming tools to build helpful predictive models.
- Provided a quantitative framework for evaluating and analyzing alternative techniques.
- Worked well independently and collaboratively.
- Worked to maintain the confidentiality of the information and network data.
- Assessed the effectiveness and accuracy of new data sources and gathering techniques.

CERTIFICATIONS

Google Analytics
Google Tag Manager
Google Adwords
HubSpot Inbound Marketing
HubSpot Digital Marketing
HubSpot Social Media Marketing
HubSpot Content Marketing
HubSpot SEO

Senior Development Associate - *Portsmouth Historical Society* August 2015-October 2016

Portsmouth, NH

- Brought forth excellent judgment skills and the ability to problem-solve.
- Oversaw direct marketing trends that reached over 2k donors.
- Aimed to maximize organization exposure through effective marketing campaigns and donor-specific targeting trends through the use of social media.
- Maintained the organization's social media accounts and website adding new, exciting content on a consistent basis.
- Assessed donor-specific needs and created fundraising programs.
- Attended special events acting as a representative of the society in an effort to network and align with possible new donors.
- Offered specific training programs to help society volunteers/docents maintain or improve upon skills.
- Designed fundraising materials utilized on social media, the organization's website, and in mass mailings.
- Designed brochures, invitations, cards, and other event and marketing materials.
- Prepared grant proposals under tight deadlines.
- Responsible for event planning (i.e. donor gala's, jubilees, auctions, and gallery openings).
- Sat on numerous committees and acted as board liaison. Responsible for taking the minutes of each board meeting as well as preparing the yearly Annual Report.

Office Manager - *A Safe Place (Haven)* October 2014-July 2015

Portsmouth, NH

- Coordinated and scheduled all meetings, appointments and interviews for Executive Director as well as maintained the office calendar of events.
- Maintained donor information via Little Green Light and GiftWorks.
- Handled payments and filed all financial transactions and receipts.
- Answered phones and recorded messages.
- Weekly maintenance of acknowledgment correspondence and foundation support.
- Provided monthly, quarterly, and annual accounting services.

EDUCATION

BS in Criminal Justice Concentration in Forensic Science

Schaumburg, IL

April 2014 GPA 3.57

Dean's List: Semesters 3 & 4 (2012)

Dean's List: Semesters 1 & 2 (2013)

MS in Psychology Concentration in Forensic Psychology

Portsmouth, NH

Sept. 2016

INTERNSHIPS

Forensic Specialist Intern - *Community Bridges* Jan-2013-June2013

Concord, NH

Conducted liaison services between neighboring advocacy and rights programs. Reviewed files and compiled data pertinent to the victim and client advocacy and further generated reports to forecast and predict behavior[s] based on analysis. Coordinated and maintained detailed records, minutes, client files, and behavioral reports.