

ARLYNE D'ALESSANDRO

GRAPHIC DESIGNER • MARKETING COORDINATOR
[BEHANCE.NET/METTLEHEADDESIGNS](https://www.behance.net/MettleHeadDesigns)



HENDERSON, NV 89011



626.848.8130



ZAYEZAYE@GMAIL.COM

I am a Graphic Designer with over 13 years of experience in print/digital design and 6 years in print/digital marketing for a retail pet supply/veterinary hospital franchise. I am experienced in project consultation, planning, promoting, and execution.

EXPERIENCE

● LABRADOR FRANCHISES, INC. • MARKETING COORDINATOR

LA VERNE, CA | MAY. 2014 – FEB. 2021

- Designed and implemented various digital/print ads and marketing campaigns for our network of franchises which increased foot traffic during the campaign period.
- Consulted with franchisees to develop advertising strategies and marketing collateral that included in-store signage and digital assets that met their campaign strategies.
- Monitored online reputation of our entire network of franchise stores and developed strategies for the stores to improve their online reputations; this has helped increase their online perception and increased store traffic.
- Coordinated with the city for the flagship store to be a vendor at local community events. This has led increased store traffic, increased revenue and sponsorship opportunity within the community.

● ART 2 INK, INC. • GRAPHIC DESIGNER & LEAD CREATIVE

GLENDDORA, CA | JAN. 2008 – MAR. 2014

- Managed and coordinated projects with other designers (in house and remote) from concept to completion to keep the production flow smooth.
- Developed print/web marketing materials as well as promotional items (physical) to give our clients a unique look for their brand which helped them stand out from their competitors.
- Collaborated with clients to create captivating logos that identify their brand.
- Customer service oriented tasks included producing estimates/invoices, contacting customers regarding their order status as well as timely payment collection.
- Represented the business at networking groups to promote our business's services. This helped us gain new clientele through referrals and visibility.

PROFILE



ARLYNES



METTLEHEADDESIGNS



METTLEHEADDESIGNER

SKILLS

PHOTOSHOP	●●●●●●
ILLUSTRATOR	●●●●●●
INDESIGN	●●●●○
DREAMWEAVER	●●●○○
WORD/EXCEL	●●●●○
POWERPOINT	●●●●○

EDUCATION (NEXT PAGE)

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EDUCATION

CALIFORNIA STATE POLYTECHNIC UNIVERSITY • BACHELORS OF ARTS IN GRAPHIC DESIGN
POMONA, CA | SEP. 2000 – DEC. 2007

LICENSES AND CERIFICATIONS

GOOGLE DIGITAL ACADEMY • GOOGLE ANALYTICS FOR BEGINNERS
ISSUED AUGUST, 2020

COURSERA • SOCIAL COMPUTING (INTERACTION DESIGN SPECIALIZATION)
ISSUED JUNE, 2019 | UNIVERSITY OF CALIFORNIA SAN DIEGO: THE DESIGN LAB

COURSERA • INTRO: DESIGN PRINCIPLES (INTERACTION DESIGN SPECIALIZATION)
ISSUED MAY, 2019 | UNIVERSITY OF CALIFORNIA SAN DIEGO: THE DESIGN LAB

COURSERA • INTRO: HUMAN-CENTERED DESIGN (INTERACTION DESIGN SPECIALIZATION)
ISSUED APRIL, 2019 | UNIVERSITY OF CALIFORNIA SAN DIEGO: THE DESIGN LAB

INTERESTS



CROSSFIT/
WEIGHT LIFTING



CARDIO
KICKBOXING



TABLE TOP
GAMES



JOURNAL/
PLANNING



KNIT/
CROCHET