

Gabrielle Sinclair

Graphic and Web Designer

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Online Portfolio

<https://gab-sinclair.github.io/Portfolio/>

Education

Bachelors in Arts for Digital Media & Web Design

University of Central Florida • 08/2017 - 12/2020

Study involved, Web development, Graphic Design, UX UI, Web standards and SEO

Skills

Adobe Creative Cloud Advanced-(Photoshop, Illustrator, XD , Light Room, Premiere), Figma, Sketch up, Intermediate-**Google analytics** (SEO, Keyword Research), JavaScript (Json ,Jquery, React , Next.js), Advanced-**Microsoft Office** (Word, Excel, PowerPoint), **HTML**, **CSS** (SASS), Beginner-**Email campaign Platforms** (Klaviyo, Mailchimp), PHP, MYSQL, **Wordpress** (Elementor, Wordpress plugins), Advanced-Github, **Social Media**(Twitter, Instagram, Facebook).

Professional Experience

Email Marketing Specialist / Graphic Designer

March 2021 -
to Present

Universal Life and Hope Center - Remote

- Creating email campaigns for upcoming events as well as doing A/B testing to keep track of engagement and hitting target metrics through campaign tools.
- Providing the creation of related graphics for events and potential clients and sponsors following brand expectation.
- Following up with engagement and adjusting to trends seen through metrics.
- Able to increase support in the organization leading to \$5000 in funds from new sponsors.
- Through more recent posting and sharing of media social Media engagement increased by 20% and rising.

Web Designer

June 2021 -
to Dec. 2021

The Soko-Marketplace - Orlando

- Designed and created a website with a team to promote black businesses.
- Created an interactive wire-frame with Adobe XD.
- Implemented e-commerce functionality with Woocommerce.
- Set up MailChimp email campaigns to help engage and market to target audience.
- Used Elementor and WordPress plugins to create a fully functional website on a deadline.

Graphic Designer

Sep. 2020 -
to Oct. 2020

Fairy P - Orlando

- Met with the client on consistent basis to discuss logo and branding needs.
- Generated brands color scheme and font.
- Was able to increase Social Media's engagement through branding to above 40% referenced through Google analytics.

Graphic Designer

Sep. 2019 -
to Oct. 2019

West palm management group - Remote

- Designed a logo for the New Real Estate management business.
- With Logo creation the client was able to launch a successful business that allowed them to land prosperous Real Estate clients in NY and Chicago landing them over \$100,000 in revenue.