

# Gabrielle Sinclair

Graphic and Web Designer

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## Online Portfolio

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

## Education

B.A in Digital Media & Web design

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

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

## Skills

**Adobe Creative Cloud** (Photoshop, Illustrator, XD, Light Room, Premiere, After Effects), Figma, Sketch up, **Google analytics** (SEO, Keyword Research), JavaScript (Json, JQuery, React, Next.js), **Microsoft Office** (Word, Excel, PowerPoint), **HTML, CSS** (SASS), **Email campaign Platforms** (Klaviyo, Mailchimp), PHP, MYSQL, **Wordpress** (Elementor, Wordpress plugins), **Github**

## Professional Experience

### Email Marketing Specialist / Graphic Designer

*Universal Life and Hope Center - Remote*

March 2021 -  
to Present

- 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.

### Freelance Web Designer

*The Soko-Marketplace - Orlando*

June 2021 -  
to Dec. 2021

- 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.
- Collaborated with Team member on deadlines.

### Graphic Designer

*Fairy p logo - Orlando*

Sep. 2020 -  
to Oct. 2020

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

### Graphic Designer

*West palm management group - Remote*

Sep. 2019 -  
to Oct. 2019

- 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.