

# YEDID FLAQUER

## Project Manager

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 646-668-1728



### PROFILE

I'm a UI / UX Graphic designer, Social Media manager with 10 years of experience specializing in client services, creating new content designs, project management, excellent business and presentation skills, strong analytical creativity, thrive to seek and find new opportunities and responsibilities to address problems encounter by the design team. I have proven ability to meet and exceed revenue targets.

- Won employee awards for performance, leadership, client advocacy, and creative design.
- Achieved \$1.5 million in sales revenue for three consecutive years, exceeding revenue goals by 50%.



### WORK EXPERIENCE

**Freelance in Digital Media Management | New York, NY - Tel Aviv, Israel - Europe | 2014 - Present**

- Developed new content and campaigns to serve new markets for new start-ups and aided 30% growth of accounts against competitors.
- Created and published editorials, digital designs, and copywriting for individual artists and startup's social media platforms including Twitter, Instagram, Facebook, and Tumblr, increasing target reach by more than 25%.
- Coordinated and monitored the creation of new digital platform content, including typefaces, photos, and video (both mobile and desktop), helped the content team increase 20 % of over all productivity.
- Implemented and designed all social media communication for clients - (Facebook, Snapchat, Twitter, Instagram ) by creating a new user personas and scenarios in order to enhance functionality and usability for key audiences expanded market reach to 30%
- Gathered requirements from clients and conducted focus group to discover user needs then experimented with new discovery features achieved 40% of traffick increase to the new created features.
- Planned and implemented UX strategies that reflected country-specific individuality while keeping the brand identity for each unique MSN service through the use of ethnographic cultural research technics, reached 30% of new market

**Time Inc, This Old House Intern - Photography - Art Department | New York, NY | 2013 - 2014**

- Assisted Art Directors in the implementation of online client campaign, setting performance goals and testing relevant media ensured a productivity of 75% through out the campaign strategy.
- Optimized daily performance; provided reports to clients and made appropriate changes based on client's feedback generated 20% of revenue by implementing new design content through out the print media process .
- Designed new print media covers for the launch of the magazine online digital media version, aided increase 25% of traffic .
- Helped Director of Photography monitor new data - bases, and photo shoots for production and circulation of new magazine editon generated a 20% increase in-house productivity.

**Winston Retail Solutions Visual Merchandise Coordinator | New York, NY | 2007 - 2013**

- Developed business-driving strategies through sales contests and creative merchandising, exceeding sales goals by over 50% .
- Negotiated real estate for vendors gaining over 30% market profit against the competitors.
- Managed in-store advertising campaigns to ensure accurate merchandising increased in store traffic 40% against competition.



### EDUCATION

**City University of New York, New York, NY**  
**Bachelor of Arts- Electronic Design and Multimedia,**  
**Minor in Economics start-up entrepreneurship**

**JUNE 2014**

**Bachelor of Science – Interdisciplinary Studies,**  
**Public Relations & Advertising Communications Media,**  
**Anthropology & Economic Development**

**JUNE 2010**



### SKILLS

**Programs:** Working knowledge of Adobe Design Software, Photoshop, Illustrator, InDesign, and Cinema4D, Premier, CSS, HTML, JavaScript. Proficiency in Microsoft Office Suite

**Languages:** Fluency in English, Spanish, Italian; conversant in Hebrew; familiar with Greek, French, Portuguese, Catalan, Latin

**Volunteer:** Served in The United States Coast Guard, currently volunteer iStandParentNetwork, educating for parental rights.



**BLUEFLASK  
MULTIMEDIA**





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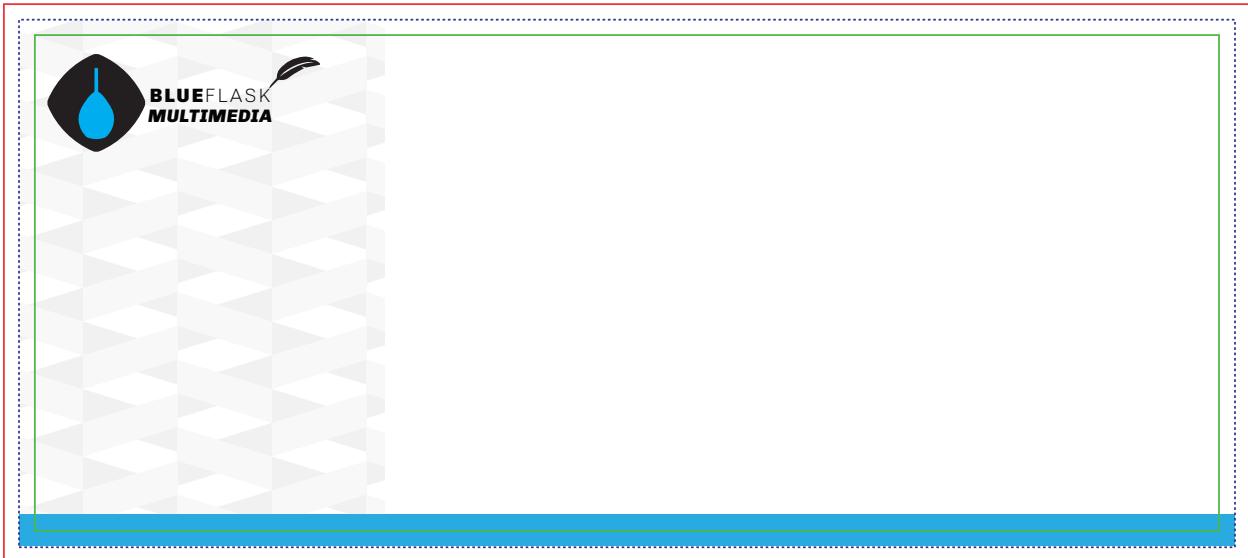









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## May's Brexit transition demand 'would penalise EU citizens'

Theresa May's demand that EU nationals coming to the UK during a Brexit transition deal should enjoy fewer rights than those already in the country would amount to "penalising citizens", Guy Verhofstadt has said.

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Verhofstadt, the European parliament's Brexit coordinator, said May was "not very serious" when she proposed the idea.

He said: "It's not acceptable for us that rules will continue without change for financial services, for goods, for whatever other business, and only for the citizens, their situation will change. That is penalising citizens."

He added: "For us that is not acceptable. We do not even want to be talking about it."

The Belgian MEP was equally blunt when asked about UK hopes for a final deal that would mean different arrangements for different sections of the economy.

"That will not be the outcome of these negotiations. It cannot be the outcome," Verhofstadt told BBC's Andrew Marr Show, saying he could not countenance a trade deal that would also see the UK seek advantage through lower taxes and regulations.

His comments came as the shadow foreign secretary, Emily Thornberry, said it seemed inevitable the UK would have to stay in some sort of customs union after Brexit, a further indication of what seems to be a gradual Labour shift on the issue.

She told ITV's Peston on Sunday: "We cannot see a way forward when it comes to Northern Ireland or to tariff-free trade across Europe without us being in some form of customs union that probably looks very much like the customs union that there is at the moment, and that's our position on that."

During her trip to China at the end of last month, May raised the idea of different rights for EU citizens who arrive after March 2019, during a transition period expected to last until the end of 2020.



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