



NINA DROZDENKO

Graphic designer & digital marketing specialist with over five years of professional experience in B2B, B2C, SaaS technology, nonprofit, and financial industries.

EXPERIENCE

Logicbroker - Shelton, CT (Hybrid)

Creative Designer JUNE 2019 - PRESENT

Freelance Graphic Designer NOVEMBER 2018 - JUNE 2019

Modernizing and developing the Logicbroker visual identity through multidisciplinary creative media while enforcing brand guidelines with the greater team. Responsibilities include:

- Web Design & CMS maintenance (WordPress)
- Graphic design for LinkedIn paid and organic posts
- Print assets such as whitepapers, sell sheets, infographics, company swag, event branding/trade show booth design, business cards, etc.
- Videography, video editing & motion graphics
- Virtual event coordination + support
- AV, photography and videography management at in-person events
- Sales collateral design such as PowerPoint templates, battlecards, email signatures
- Creating, enforcing, and revising company brand guidelines as needed following organizational shifts
- Supervising summer design/video interns and managing relationships with external vendors for web development, SEO, & paid media

The English Concert in America - New Canaan, CT

Freelance Web Designer OCTOBER 2023 - PRESENT

Designing a complete UX/UI overhaul for a nonprofit orchestra client. The process has included an in-depth discovery process with the client, consultation on UX and content best practices, interactive wireframes, multiple design directions and will ultimately result in a mobile responsive prototype to deliver to a development partner.

First County Bank - Stamford, CT (Onsite)

Marketing Intern JUNE 2018 - JULY 2018

Managed digital marketing channels such as social media, email campaigns, website updates and blog posts; monitored online engagement; documented metrics and performance

EDUCATION

University of Connecticut, Stamford Campus

B.A. Digital Media & Design; Concentration in Business Strategies; Minor in Women's, Gender & Sexuality Studies
CLASS OF 2019

www.ninadrozdenko.com

188 E Side Dr
Wallingford, CT, 06492
860-480-3518

nina.drozdenko@gmail.com
[linkedin.com/in/ndrozdenko/](https://www.linkedin.com/in/ndrozdenko/)

SKILLS

Brand Design & Management

Web UI Design

Paid Media Advertising

Social Media Design + Video

Videography & Editing

Motion Graphics

Web CMS Management
(WordPress) & Basic HTML/CSS

Print & Event Design

Copywriting & Content Strategy

SOFTWARE

Adobe Creative Cloud
(Photoshop, Illustrator, After Effects, Premiere, InDesign, XD, Audition)

Figma

Asana

Microsoft Office (PowerPoint, Word, Excel, etc.)

Google Workspace (Docs, Slides, Sheets, etc.)

AWARDS

Silver Award (Online & Interactive) - The Connecticut Art Directors Club

Bronze Award (Food & Beverage Social Video)
- [The Telly Awards](#)

UConn IDEA Grant

UConn Babbidge Scholar