

## End-to-End Marketing & Design Leader

MASTER'S IN DESIGN MANAGEMENT – UI/UX-FOCUSED ADVERTISING & MARKETING COMMUNICATIONS

**New and revitalized branding, integrated marketing and creative marketing communications** across new and diverse industries that support business development, grow mailing lists, increase consumer appeal and boost occupancy.

**Structure and processes that ensure brand and voice consistency** across all messaging.

**Insights into consumer behavior acquired leading and mentoring teams and as a CEO go-to** for branded graphic design and digital photography, supporting nonprofits and diverse industry clients of boutique and global agencies.

### KNOWLEDGE SNAPSHOT

- **Specialties:** Creative Direction • Branding • Integrated Marketing (Digital, Email, Web, Social) • SEM/SMM Advertising Content Strategy • Content Creation • Project Management • Vendor Management • Budgeting • Presentations Customer Relationship Management (CRM) Campaign Management • Team Leadership • UX/UI • Web Design.
- **Graphic Design:** Logos • Animation • Photography • Indoor & Outdoor Advertising (Signage, Banners, Billboards, Posters, Truck Wrapping) • Annual Reports • Special Events • CPG • Print & Digital Advertising.
- **Software:** Adobe Creative Suite (Photoshop, Illustrator, After Effect, XD, Acrobat, Dimension, Premiere Pro • InDesign, Lightroom, Muse) • Canva • PowerPoint • Mailchimp • Matterport • Axure • Figma • Sketch • Keynote • Pages • WordPress • Squarespace • Miro • Mural • Google Analytics • Google AdWords • Meta Ads

### MARKETING EXPERIENCE

HUSSEIN STUDIOS • Global

Jul 2015–Present

**Freelance Graphic Designer, Marketing Strategist**

*Design, digital and print marketing for industry clients spanning Real Estate, CPG, Pharma, Automotive and more.*

- Developed vision from concept to production. Oversaw all aspects of typography, composition layout and color selection to ensure alignment with unique client requirements and target audiences across Middle East, US & Europe. Client highlights:
  - **Real Estate:** Supported client's entry into real estate as an advisor on photography equipment and software.
  - **CPG & Pharma Packaging:** Designed UI-centered product package solutions from juice cans to medications.
  - **Energy:** Transformed digital, web branding and print marketing from cluttered to readable.
  - **Automotive:** Drove used car dealership's print marketing rebrand from design to production.

BUILDING AND LAND TECHNOLOGY • Stamford, CT

Sep 2019– Jul 2023

**Senior Marketing Manager** (Sep 2022–Jul 2023)

**Brand Marketing Manager** (Sep 2019–Sep 2022)

*Firm that has developed, owned, operated, managed & invested in >25M SF of real estate where people live, work and play.*

#### **PRE- TO POST-CONSTRUCTION WEBSITE, PRINT AND DIGITAL MARKETING CAMPAIGNS FOR EXPANSIVE REAL ESTATE PORTFOLIO**

**Multifamily:** 6000+ Unit Class A Portfolio in 3 Markets

**Commercial:** 50+ Hotels & 6M SF Portfolio as CT's Premier Landlord

**Mixed Use:** 13.3M SF Spanning Mixed Use, Office, Multifamily Apartments & Corporate HQ in CT, NJ & GA

- Established brand voice and standards, stood up paid social media marketing, shepherded return of outsourced marketing and assembled first shared drive to house 4Ts worth of branded marketing collateral.
- Achieved and sustained record-breaking 98% residential portfolio occupancy, grew social media following to >19K and mailing list >30% to 35K+ subscribers amidst steep competition. Success attributable to cohesive, consistent organic marketing.
- Steered pandemic-era adoption of virtual real estate tours. Identified software alternative to create 150+ commercial and residential videos for the same price as subscriptions offering a fraction of video uploads.
- Drove consolidation of portfolio's digital footprint from 9 websites into 1 and co-created a search engine.

- Sought after for visual, technical and marketing expertise throughout brand and campaign development by CMO and organization leadership.
- As a coach/mentor to college interns, provided instruction on Adobe Creative Cloud and 3D virtual tour creation.

**HABITAT FOR HUMANITY, COASTAL FAIRFIELD COUNTY** • Bridgeport, CT  
**Marketing Communications, Graphic Design & Special Events Coordinator**

Jan 2018–Sep 2019

*Nonprofit dedicated to building and improving homes for individuals and families in need.*

- Partnered with CEO and Board of state's largest Habitat location to gain buy-in for content strategies shared with 17K followers and subscribers. Produced annual report, social media content, email marketing and e-newsletters.
- Wore multiple hats leading end-to-end events logistics – acting as photographer and overseeing vendors while driving logo design, creation and dissemination of digital and print marketing communications. Supported 5 annual events that secured 2 multimillion-dollar matching grants.
- As Mentor to interns, provided on-the-job training to several who emerged as proficient in digital design.

**HOPE FOR HAITI** • Naples, FL  
**Design Intern**

Jan 2017–May 2017

*Nonprofit working to improve the quality of life for the Haitian people.*

- Secured competitive paid internship. Partnered with cross-functional team of 10 to develop marketing communications materials, from flyers to presentation decks and retractable banners, used to promote 4 fundraising campaigns.
- Proposed designs for logo and branding refresh, strategic web content and revamped social media marketing implemented following departure. Designed organization's annual report disseminated to 15K-member audience.

**UNIVERSITY OF BRIDGEPORT DEPT of RESIDENTIAL LIFE & HOUSING** • Bridgeport, CT  
**Lead Designer**

Jul 2015–Feb 2016

*Department Supporting Undergraduate and Graduate Students Enrolled in this Private University*

- As department's sole design resource, balanced full-time graduate course load. Designed promotional collateral on time and on budget used to connect and pique the interest of 5K students.
- Modernized school logo for use in branded merchandise, championed design campaigns and masterminded marketing communications supporting 7 special events.

**WHISPERS INTERNATIONAL** • Amman, JORDAN  
**Senior Designer to Senior Art Director**

Aug 2013–Oct 2014

*Global provider – one of Top 3 in Middle East – of multimedia and packaging graphic design solutions. 22 locations worldwide and 5K employees.*

- Emerged as a graphic design expert and right-hand to Owner/Creative Director skilled in conveying design instincts into actionable and impactful brand strategies that resonated with customers.
- Built and trained team of Designers as key member of 3-person team that paved the way for agency's meteoric rise to become one of Middle East's top agencies.
- As Account Management go-to and liaison between Design teams and key food and beverage clients in the Middle East, US and Europe, led the concept-to-print production of many packaging solutions still in use today.

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## EDUCATION & CERTIFICATIONS

**MPS, Design Management** • University of Bridgeport, Shintaro Akatsu School of Design (SASD)  
**BFA, Graphic Design** • Applied Science University  
**Design Kit: The Course for Human-Centered Design** • IDEO U

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## AFFILIATIONS

Design Management Institute (DMI) • American Institute of Graphic Arts (AIGA)

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## VOLUNTEER LEADERSHIP

**Photographer** • Shintaro Akatsu School of Design • *Documented 2-day workshop introducing students to human-centered design.*