

# justine sery

## experience

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### **Restaurant Manager (Formerly Action Systems Inc.)**

Graphic Designer // October 2014 - Present

- // Designed and produced all sales and marketing collateral including folders, sell sheets, email & print campaigns, landing pages, brochures, postcards, and trade show booths
- // Constructed, custom coded, and deployed responsive HTML emails for business development, increasing open rates by 21%
- // Created user journeys, layouts and imagery for product websites
- // Developed the UI of a tablet-based software product
- // Implemented SEO best practices on product website resulting in a 15% increase in speed and improved visibility on the web
- // Conceptualized, executed, and produced a visual theme for an annual conference that was carried through all design elements including websites, posters, agendas, name badges, lanyards, PowerPoint slides, and staging
- // Designed product logos and refreshed product/corporate branding
- // Applied consistent brand identity across all mediums

### **Restaurant Manager (Formerly Action Systems Inc.)**

Sales and Marketing Assistant // March 2010 - October 2014

- // Created print and web advertisements for marketing campaigns reaching thousands of prospects
- // Created custom online ordering websites for clients
- // Prepared files for print and web use
- // Produced monthly reports in Excel on sales lead numbers and marketing mailings
- // Conducted customer satisfaction calls and surveys with product users for feedback used to increase business growth and development

## education

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### **University of Maryland Baltimore County**


Bachelor of Fine Arts in Graphic Design  
Graduated: December 2013 // GPA: 3.8

### **Montgomery College**

Associates Degree in General Education  
Graduated: May 2011 // GPA: 3.9


## contact

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## skills

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Proficient in Adobe Photoshop, Illustrator, InDesign, Dreamweaver, WordPress, Bootstrap, HTML5, CSS3, iMovie, Keynote, Microsoft Word, Excel, PowerPoint

Experience with Adobe After Effects, Premiere, Flash, Bridge, Final Cut Pro, JavaScript, PHP, SEO, Google Analytics, Marketo, HubSpot, Balsamiq