

# Jodi Sinatra

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## PROFESSIONAL HIGHLIGHTS:

### **Polese Clancy Agency, Boston MA**

#### *Senior Designer*

- Worked with Creative Director to develop new website design strategy and pitched winning presentation to Bank Boston
- Designed and produced high-end, 6-color layouts for annual reports and brochures
- Developed and created brand identities for new and existing businesses
- Managed press checks and digital assets to ensure that all deliverables were met in a timely and efficient manner.
- Managed client accounts and relationships, building trust and rapport to foster long-term partnerships.
- Created print and digital ads for a variety of clients, driving traffic and conversions.
- Created email campaigns and award winning animated landing pages

### **Blackboard, Washington DC**

#### *Freelance Designer*

- Maintain proactive communication with clients and manage multiple projects simultaneously
- Worked with cross-functional teams to develop and execute on-time and on-budget projects and initiatives
- Translated conceptual input into layout designs for white papers, brochures, and conference material

### **Harvard, Kennedy School of Government, Boston MA**

#### *Freelance Designer*

- Developed new branding for Kennedy School of Government, bringing in more modern use of type and architectural elements
- Worked with Communications Manager to create compelling digital, print and bus advertising, bringing in more executive students.

## SKILLS

InDesign

Photoshop

Firefly

Illustrator

PowerPoint

Figma

Webflow

Social Media

Animate

After Effects

Wix

HTML/CSS

Landing Pages

Print Design

Branding

Color Theory

Typography

Photography

Communication

Problem solving

Collaboration

Empathy

Creativity

Attention to detail

Flexibility

## EDUCATION

### **Fitchburg State College**

#### *Fitchburg, MA*

B.S. Degree in Communication Media with concentrations in Graphic Design and Multimedia

### **Rochester Institute of Technology**

#### *Rochester, NY*

Art Foundation

### **BrainStation**

UI Design Certificate