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Contact

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About Me

Experienced Graphic Designer & Content Creator

Creative proficient in the creation and management of content for branding, marketing, and consumer needs. A driven and self-motivated individual with an aggressive "can-do" attitude. Excellent work ethic with exceptional teamwork, leadership, communication, and organizational skills.

Education

Florida International University

Graphic Design, BFA
Art History, Minor
Social Media & E-Marketing Analytics, Certificate

Skills

Project Management, Content Design, CRM Systems, Paid Media, Microsoft Office Suite, Adobe Creative Cloud, Canva, Figma

Project Management



Problem Solving



Creativity



Leadership



Work Experience

Suntuity – August 2022 – January 2023

| Sr. Graphic Designer

- Responsible for visual design from conception to completion
- Internalizes the essence of vital brand specifications for each project and provides high quality work.
- Provides design direction and support to all company communications teams
- Works closely with Sales & Marketing Account Executives and Graphic Designers for project completion.
- Drives collaboration to ideate and create impactful visual design experiences that build on the brand identity.
- Drives brand consistency through ongoing development and implementation of brand guidelines for visual design.
- Maintains coherent brand identities across all projects and platforms.
- Image editing, manipulation, color correction and retouching of photos and renderings.

Romain Berg– October 2021 – September 2022

| Creative Director

- Manages the creative process from concept to completion and translates marketing objectives into clear creative strategies.
- Works closely with multidisciplinary project teams.
- Leads and directs the creative team in the production of all marketing collateral.
- Ensures visual communication and brand standards are met.
- Oversees client pitches and proposals.
- Meets with clients or upper management to explain campaign strategies and solutions.
- Reviews work, troubleshoots and provides feedback to creative teams.
- Remains actively involved in hiring and training creative staff.

Roar Media – August 2019 – October 2021

| Graphic Designer

- Meets with clients or account managers to discuss business objectives and account requirements.
- Interprets the client's business needs and develops interactive designs to satisfy their purpose.
- Responsible for design and production in a wide variety of formats including packaging, digital, print, and presentations.
- Executes and deliver an array of brand assets for clientele.
- Monitors projects through production including conceptualizing, production, quality control and publication.
- Responsible for designs that are on strategy and reflect each individual client's personality while ensuring quality and consistency across all channels.
- Manages time constraints across all design projects.

The Digital Marketing Studio – June 2018 – July 2019

| Digital Marketer & Content Designer

- Generates Social Media Advertising Campaigns and monitors performance.
- Creates effective copy for websites, emails, landing pages, sales pages, and social media promotional content.
- Creates and maintains CRM automations and campaigns for clients; adjusting layout, copy, and graphics to fit branding and promotional needs of clientele.
- Researches clientele products, target audiences, and competitor activities on the market.
- Oversees the production and ensures all content meets quality standards/preferences of clientele.
- Ensures best SEO practices are implemented during the creation and maintenance of site content and layout.