



ALICIA GREENBERG

Print and Digital Creative

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EXPERIENCE

SENIOR VISUAL DESIGNER Renovate America | San Diego, CA | 2016-2017

Developed effective, integrated print and digital solutions that met vital marketing and business objectives during a pivotal time for this fast-growing, green energy company. As an integral member to the creative team, I successfully translated diverse project scopes by balancing creativity with newly established brand guidelines. Collaborated with directors, managers, copywriters, and outside vendors to deliver unique and thoughtful marketing materials that maximized brand awareness and client engagement. Recently participated in a \$2M rebrand of the corporate identity, including all print and digital design assets.

SENIOR MEDIA DESIGNER LPL Financial | San Diego, CA | 2012-2016

Worked independently and collaborated with cross-functional corporate team members to create award-winning, custom branding solutions for LPL financial advisors. Cultivated strategic partnerships with our clients to navigate their diverse business objectives. Used expert design aesthetics and digital capabilities to execute innovative logos, brochures, digital media and website design. Identified ways to enhance design and production processes in order to streamline client deliverables and work more efficiently as a business unit.

SENIOR GRAPHIC DESIGNER Cookie Lee Jewelry | Irvine, CA | 2006-2011

Created dynamic, product-specific print and digital marketing materials for this direct sales jewelry company. Creative lead for the transition of the company's print magazine to an online publication that resulted in dramatic cost savings and enabled a broader audience reach. Managed and styled photo shoots to support brand consistency. Attended company product launches to develop valuable relationships with Cookie Lee sales representatives and oversaw the success of each event.

GRAPHIC DESIGNER Winter Group | Denver, CO | 2001-2006

Executed influential print collateral from concept to completion for this boutique marketing firm with a niche clientele in the education marketplace. Optimized the process of magazine production and design through detailed organization of deadlines, collaborating with writers and managing print production. Broad understanding of brand awareness and design principles furthered company engagement and sales for high-profile clients such as Adobe, AOL, Blackwell's Publishing, Scholastic, and Wall Street Journal.

GRAPHIC DESIGNER Lipman Advertising | New York, NY | 1996-2000

Mastered the fundamentals of graphic design in this fast-paced Manhattan advertising agency. Worked on large-scale advertising campaigns for prestigious names in the fashion and hospitality industries, including BCBG, Burberry, Le Méridien Hotels and Resorts, Lord & Taylor and New Yorker Hotel.



CREATIVE CAPABILITIES

Inventive print solutions, customized front-end web design, digital marketing, brand development, corporate identity, art direction



PROFESSIONAL PROFICIENCIES

Wide degree of creativity and latitude, knowledge seeker, valuable interpersonal skills, self-motivated, relies on experience and judgment to plan and accomplish goals, takes ownership of deadlines, focused on positive results



DIGITAL CAPABILITIES

Mac OS X, Adobe Creative Suite:
InDesign, Illustrator, Photoshop



EDUCATION

Purchase College State University of New York

1996 - Bachelor of Fine Arts, Graphic Design



AWARDS

Hermes Creative Awards - 2014

Platinum, Gold, Honorable Mention

Hermes Creative Awards - 2013

Platinum, Gold

MarCom Awards - 2013

Gold



CONTINUED STUDY

Golden West College

Adobe Dreamweaver, Adobe Flash, HTML, CSS

SandCamp

3-day Drupal Training

Independent Coursework

Vision4Work Career Coaching
Experience Unlimited Career Coaching