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SABRINA SIGNORELLI

sabrinasignorelli.com
sabrinasignorelli55@gmail.com
484.798.4193

LinkedIn | @sabrinasignorelli55

EDUCATION

Bachelor of Arts in Graphic & Interactive Design
Moravian College | Bethlehem, PA
Class of 2017 - Summa Cum Laude

SKILLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe XD
Adobe Lightroom | Adobe Dreamweaver | Adobe Flash | Word
Excel | Powerpoint | iMovie | Google Drive | Google Docs | Asana
Google Sheets | Google Slides | Wordpress | Dropbox | ClickUp
Final Cut Pro | Adobe Acrobat | Adobe Bridge | Adobe Premiere Pro
Mailchimp | Constant Contact | Shopify | Prestashop | Klaviyo
Attentive | iBooks Author| WooCommerce | Big Commerce | Skype
SquareSpace | Meta Ads | Google Analytics | Dropbox | Smile.io
Hootsuite | Judge.Me | Outlook | Powr.io | Numbers | CaptureOne

Typography | Photography | Illustration | Printmaking | Illustration
Painting | Screenprinting | UX/UI | Branding | Logo Design | 2D
Networking | Communications | Packaging | Computer Animation
Editorial Design | Web Design | Digital Marketing | Data Analytics
Print Media | Video Editing | Email Marketing | SMS Marketing
HTML/CSS | Liquid | Creative Process | Art Direction | Layout Design
Visual Merchandising | In-Store Displays | Team Leadership
Marketing Strategy | Problem Solving | Time Management

AWARDS & CERTIFICATIONS

Moravian College | Dean's List
January 2013 to May 2017

Kappa Pi - International Art Honor Society
April 2016

Gamma Sigma Alpha - National Greek Academic Honor Society
February 2017

Bad Reviews | Kworq x Etat Libre d'Orange - Webby Award
Digital Campaign | People's Voice Winner 2020

ORGANIZATIONS

Pennsylvania Art Education Association
Acting Historian & National Conference Presenter

American Heart Association
Volunteer & Event Coordinator

Alpha Sigma Tau sorority
Vice President of Community Relations

» Oversaw operation of the Director of Philanthropy, Director of Social
Media and Director of Collegiate Alumni Engagement

» Planned and organized multiple events

» Created various shirt and publication designs for events

EXPERIENCE

Senior Graphic Designer & Head of Email Marketing
EuroPerfumes Inc. Englewood, NJ - April 2019 to Present

» Create and maintain responsive desktop and mobile UX &
UI e-commerce websites for 20+ different fragrance brands
using, editors, HTML coding, and Shopify liquid

» Create design templates and digital campaign for brands
via email marketing, as well as analyze their performance

» Oversee the setup and implementation of Klaviyo
email marketing & SMS Attentive integrations with our
e-commerce stores

» Manage email and SMS marketing campaigns and
automation for 20+ luxury niche fragrance brands

» Analyze and optimize email/SMS marketing strategies
to boost overall revenue, conversion acquisition, and
retention rates across brands

» Create, schedule and post social media content,
Facebook and Instagram paid and outreach advertising
for brands

» Create packaging, print and store display materials

Web & Graphic Designer - Socialfix Media
Clinton, NJ - March 2018 to March 2019

» Create responsive desktop and mobile user experience
websites using Photoshop

» Create digital marketing assets for social media platforms

» Create print materials for clients including media kits,
brochures, signage, stationary, business cards, and more

Marketing Specialist - Earl Advertising
Sparta, NJ - August 2017 to March 2018

» Create digital marketing assets for social media
platforms, such as television, cable, email & Google

» Run all social media pages for clients

» Conduct reporting and analytics for clients

Photoshop & Creative Assistant - Well Woven, Inc.
Fairfield, NJ - January 2017 to May 2017

» Work directly with the President to create a catalog for
the 2017 rug collections

» Help create a Style Guide for the brand

» Utilize Adobe Photoshop & Illustrator to create an icon
set, color correct products & create room scene mockups

» Create animated Gifs for social media, as well as, header
images for website collection pages