

Alex S. Cornfield

Graphic Designer

AlexSCornfield.com

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Media, PA 19063



Education:

Bachelor of Science

May 2013

Major: **Advertising Communications**

Minors: **Fine Arts, Psychology**

Gannon University, Erie, PA

Experience:

A View From My Seat, LLC.

Product Manager

Philadelphia, PA

June 2018- Present

- Develop and maintain graphic elements for website.
- Create detailed illustrations with high degree of accuracy.
- Test and execute Email campaigns toward user base.

Distinctive Living Publications

Graphic Designer/Production Artist

Media, PA

April 2018- May 2018

- Produce and modify existing ads for a direct mail publication.
- Build page layouts for advertising and editorial placement.
- Proof and pre-flight check pages for printing.

Freelance Graphic Designer

October 2016- Present

- Consult with clients to interpret and conceptualize their needs.
- Understand the clients brand and style to reinforce their image.
- Design art and materials to meet clients goals.

Erie-Western Pennsylvania Port Authority

Erie, PA

Marketing Manager/ Assistant Events Coordinator

April 2015- October 2016

- Create and implement marketing strategies for the Port.
- Design advertising for newspaper, digital, and promotional medias.
- Organize a public concert series with 7,000+ weekly attendees.
- Manage staff of 25+ employees and delegate weekly schedules.

Marketing Assistant/ Grants Writer

August 2012- October 2014

- Develop promotional materials for various functions of the Port.
- Design and implement updated logos for the Port Authority.
- Write and compile information for various grant opportunities.
- Create and execute presentations for grants when needed.

Skills:

Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and Microsoft Office Applications.

Experience with professional camera operations and handling, HTML/CSS, Wordpress, Email campaigns, and Social Media Management.

