

# Sherri Mola Carpentieri

GRAPHIC DESIGNER

CONTACT

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PROFESSIONAL EXPERIENCE

## ***Serendipity Magazine, Unger Publishing, Stamford, CT***

*Designer*

*March 2015 – Present*

- Direct and manage still life shoots for front of the book stories
- Assist Editorial Director on high profile cover shoots and feature stories
- Oversee photography retouching for print
- Work with creative team to assure all print and digital elements are on the *Serendipity* brand
- Develop story concept, decide artwork to illustrate the message and designs print layout to completion
- Design print and digital advertisements, print layouts, postcards, promotional materials for all signature events
- Manages the creative and editorial team's workflow and deadlines

## **The Hour Publishing Company, Norwalk, CT**

*Graphic Artist*

*June 2012 – March 2015*

- Worked closely with clients and advertising representatives to convey a compelling message for their print and digital ads
- Designed print and digital advertisements from concept to completion using appropriate use of type, photography, illustration and color
- Lead designer for The Hour's event team which included the designing of event logos, print and digital advertisements, and all promotional materials

## **Fisherman's World Inc., Norwalk, CT**

*Marketing Manager/Designer*

*June 2010 – June 2012*

- Developed and designed company's print materials, flyers, advertisement and branded apparel
- Reconstructed and modernized the design of Fisherman's World's logo and website
- Maintain website homepage and e-commerce site daily
- Created promotional pieces for launches of new products

## **Fit for Movement, Westport, CT**

*Marketing Associate/Designer*

*October 2010 – January 2011*

- Engineered ongoing marketing and sales strategies including press releases, local event participation and cross promotion
- Day to day management of website, blog, Facebook, Twitter and all online media
- Designed promotional pieces for the introduction of new fitness classes

## **Opus for Person-to-Person, Darien, CT**

*Designer*

*January 2013 – Present*

- Designs all print material for Spring and Fall events; save the date, invitation, program, "day of" materials
- Produces the non-profits quarterly newsletter

## **Bruce Bennett Nissan, Wilton, CT**

*Designer*

*November 2014 – December 2016*

- Designed all digital material for the company's website
- Created all print and digital advertisements; Pandora Radio, Mmagazine, newspaper, other websites
- Produced effective visual material for the company's social media sites; Facebook, Twitter, Instagram, Google

## **Iona College, New Rochelle, NY**

Bachelor of Arts in Mass Communication, May 2008, Cum Laude

Concentration: Advertising Minor: Fine and Performing Arts

Study Abroad, Rome, May 2007 – June 2007

## **Norwalk Community College, Norwalk, CT**

Graphic Design Certificate Program for College Graduates, May 2012

## **Applications**

Adobe Creative Cloud; Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Fireworks, Incopy; Microsoft Office Suite, ACT!, Wordpress

FREELANCE

EDUCATION

SKILLS