

# DIANA STERN

## DIANA STERN | CREATIVE DIRECTOR

DESIGN PORTFOLIO AT [WWW.DSTERNDDESIGN.COM](http://WWW.DSTERNDDESIGN.COM)

Creative and multi-talented in graphic and web design, with diverse experience in sales, marketing, packaging and print design. Proven ability to direct and develop creative projects from inception through production. Dynamic team player with strong leadership skills. Detail and deadline oriented. **Seeking position as Creative Director; managing and developing marketing & design projects.**

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### QUALIFICATIONS & SKILLS

- MAC OS; ADVANCED PROFICIENCY IN ADOBE ILLUSTRATOR, PHOTOSHOP, INDESIGN & POWERPOINT
- ADVERTISING; SALES, PUBLICATION DESIGN & LAYOUT - PHOTOGRAPHY; IMAGE EDITING & PRODUCT GUIDE PREPARATION
- MARKETING & PR; JOURNALISM & CREATIVE COPY EDITING - WORDPRESS; DEVELOPMENT PROFICIENCY

### EXPERIENCE

#### DIRECTOR OF MARKETING & SALES SUPPORT; NATIONAL RETAIL SOLUTIONS / IDT – NEWARK, NJ 2017 TO CURRENT

- Manage marketing department in creating print and digital campaigns to increase sales of point of sale system & merchant services
- Design and edit newsletters, email blasts and memos; print & digital distribution to internal employees and external retailer customers
- Photograph equipment and edit images for use in marketing materials, how-to manuals and corporate communications
- Direct graphic and web designers and guide production specialists in artwork and video creation and development
- Write copy and edit press releases and blogs for public relations; boost and enhance SEO marketing campaigns
- Create PowerPoint presentations for customer acquisition, conferences and company wide events
- Assist sales teams & referral partners with marketing materials to help simplify the sales process and build relationships

#### LEAD GRAPHIC & WEB DESIGNER; 3MEDIA MARKETING LLC – BOCA RATON, FL / ENGLEWOOD, NJ 2008 TO 2017

- Design & build mobile-friendly, responsive web sites for small/midsize businesses; varied industries
- Consult on strategies; Web & mobile app wire framing; acquire & prepare images; Design sites to attract potential customers
- Increase client revenue with attractive, well-functioning web sites that generate sales
- Provide hosting, email services and site maintenance to ensure seamless integration
- Develop campaigns for charity fundraising and political campaigns; design and printing, copy writing & editing, web site and related
- Design and print promotional artwork for businesses, organizations, schools, restaurants, medical/nutraceutical, and varied industries
- Guide clients on business growth strategies utilizing innovative marketing materials to increase sales and revenue
- Help clients attract new customers to accelerate sales: Brochures; menus; logos; ads; labeling & packaging; corporate ID; marketing media; magazines; newsletters; books and catalogues; invitations; large format displays; photo enhancement

#### CREATIVE DIRECTOR; THE SHOPPING MAVEN MAGAZINE – TEANECK, NJ 2015 TO 2016

- Assist in advertisement solicitation & sales; guide advertisers in comprehensive marketing strategies
- Design and set up of ads and content pieces; sourcing images; client interaction for ad proof(s) approval; content editing
- Lay out 64-72 page magazine; final setup and preparation for production

#### DESIGN CONSULTANT; GOLD MARK INTERNATIONAL, INC. – CLIFTON, NJ 2004 TO 2008

- Lead graphic design consultant and artist; collaborate with creative team in marketing projects
- Prepare publication artwork, campaign event invitations, cards and mailers, flyers & posters, PR and newsletters
- Design campaign materials for State Assembly officials to increase public awareness and attract voters at the polls
- Create materials to help notable organizations raise funds for vital projects and community services

#### DIRECTOR OF ADVERTISING; THE VOICE & OPINION – ENGLEWOOD, NJ 1997 TO 2004

- Lead manager of advertising department; acquisition of ad reservations and payment
- Generate publication revenue through solicitation for ad sales; prepare advertisement artwork proofs for client approval
- Reporter (NJ Press Association); journalist & contributor

### EDUCATION | PROFESSIONAL BACKGROUND

- Degree in Commercial Illustration & Computer Graphics; Bergen Community College
- WordPress/Divi Licensed Developer • Apple & Android App Development Training
- Marketing Consultant; "The Seventh Strategy": Assist Startup Businesses in Growth
- Paid Motivational Lecturer on Graphic Design & Marketing; Universities, Events & Conferences
- Former Member of Networking Organizations in NJ, NY & Boca Raton, FL; Teaneck Chamber of Commerce, Boca Leaders West, LeTip