

EMMA CAVANAUGH

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SKILLS

Adobe Illustrator
Adobe Spark
Microsoft Excel

Adobe Photoshop
Microsoft PowerPoint
Product Development

Adobe InDesign
Photography
Social Media Content

EXPERIENCE

Graphic Designer – *True Love Accessories*

May 2018 – Current

- Collaborated with design team to produce visually striking print materials that effectively communicated brand messaging, resulting in an increase in direct mail response rates and a significant surge in lead generation
- Developed and enforced stringent branding standards, ensuring consistency across 50+ campaigns and projects, which drove a significant boost in client referrals and garnered exceptional feedback
- Spearheaded the creation of comprehensive brand decks, style guides, and line sheets in collaboration with the VP of Sales, resulting in improved brand consistency and a 30% increase in sales revenue
- Produced compelling graphics for marketing materials and presentations, enhancing the sales team's ability to secure and retain customers, resulting in a 30% growth in customer base and an increase in revenue
- Developed original production mockups and CADs based on customer styles, driving an increase in sales revenue
- Created the custom packaging division through innovative designs and strategic development initiatives, resulting in a 45% increase in revenue
- Photographed and meticulously retouched high-quality product images for leading e-commerce retailers, employing advanced techniques such as masking and color correction
- Developed and produced CAD accessories using original artwork and licensed designs for clients
- Contributed to the development and production of accessories using original art and client licensed designs

Freelance Graphic Designer – *Universal Music Group*

Oct 20 – Dec 20

- Produced visually captivating e-mail banners for promotional campaigns featuring multiple award-winning artists during awards season.
- Orchestrated collaboration with cross-functional team to conceptualize and execute album artwork; curated color palette, imagery, and design elements resulting in a visually captivating final product

Account Executive – *Stony Jewelry*

Feb 17 – May 18

- Develop and manage accounts to create and grow monthly orders with best pricing while successfully achieving the company's high margin goals
- Coordinate with production & logistics team on product request, order status, alteration and quality control
- Implemented trend analysis and market research to guide merchandise selection for each season
- Drove the regular communication of business status and financial performance to executive management, utilizing clear and visually engaging presentations that effectively conveyed key insights
- Analyzed market trends and developed trend reports for design team, informing product development decisions and driving an increase in sales revenue

Design & Sales Assistant – *Stony Jewelry*

Mar 16 – Feb 17

- Created an online shopping site for the company
- Photograph products to create content for company's website and social media accounts
- Assemble sales and marketing materials to send to customers
- Assist sales representatives in preparation and confirmation of meetings, set ups and other administrative tasks
- Coordinate with manufacturing facilities on product requests
- Assist with redevelopments, recolors, mockups, design specifications and sample-making

EDUCATION

Bachelor of Arts Graphic Design from University at Buffalo (SUNY)