

# MARIA ZAFIROPOULOS

GRAPHIC DESIGNER + ILLUSTRATOR

## EXPERIENCE

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### GRAPHIC DESIGNER

2017 – 2019 | STREAM COMPANIES | MALVERN, PA

Focused on designing advertisements for the automotive industry, and helped promote sales events and monthly offers for local and regional dealerships.

- Designed creative for car makes such as Toyota, Honda, Hyundai, Ford, Chevrolet, Chrysler, Dodge, Jeep, Ram, Subaru, KIA, Volkswagen, GMC, Nissan and luxury makes such as Audi, BMW, Jaguar, Land Rover, Lexus, MINI, FIAT, Mazda, and Volvo.
- Responsible for writing disclaimers for monthly incentives, designing eye-catching weblides, and retargeting banner ads.
- Experience contacting compliance and co-op, following brand guidelines for each dealer's branding and monthly sales event creative.
- Provided creative input on proposals during monthly creative meetings that would bring in new business for Stream's clients.
- Participated during creative pitches to win over new clients.
- Formatted e-books, and designed additional web graphics such as email graphics, social media campaigns, and SEO graphics.
- Performed as team lead by helping motivate team members come up with the best creative solutions for their advertisements.
- Designed creative monthly sales event logos based on unique concepts.

### SENIOR GRAPHIC DESIGNER

2013 – 2016 | ADCORP MEDIA GROUP | IRVINGTON, NY

Generated inventive supermarket advertising campaigns for businesses throughout the Northeast and West Coast.

- Designed ads for Shopping Carts, Market Information Centers, Welcome Centers and Benches.
- Served as point of contact for over 350 clients nationwide (NY, NJ, CT, MA, PA, MD, DE, FL, CA)
- Designed and executed over 60 print ads per month, under strict deadlines.
- Executed branding campaigns with clients by building logos, marketing collateral and websites.
- Worked directly with long time clients to develop fresh design ideas without losing original look and feel.
- Provided graphic design support for internal departments.

### SENIOR GRAPHIC DESIGNER

2010 – 2013 | CHASE MEDIA GROUP | YORKTOWN HEIGHTS, NY

Modernized ads for long time advertisers of their weekly circular, generated unique designs for their printing and mailing division, and in-house advertising solutions.

- Revamped dated ads for long time clients of the PennySaver.
- Served as primary creative designer for marketing collateral.
- Developed consistent campaigns for trade shows.
- Provided graphic design support for the web development team.

## CONTACT

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 845.475.6364

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 Phoenixville, PA

## EDUCATION

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### FARMINGDALE STATE COLLEGE

2006 – 2010

FARMINGDALE, NY

*Bachelor of Technology  
Visual Communications*

## KEY SKILLS

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### Print & Digital Design

Adobe Photoshop CC

Adobe Illustrator CC

Adobe InDesign CC

Procreate

Illustration

Typography

Prioritization Skills

Preparing Files  
for Offset Printing

Social Media

Wordpress

Workfront  
Project Management

ProofHQ

Basic HTML

Type 90 WPM