



CONTACT



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EDUCATION

2021 Web Design & Development Certificate

University of Massachusetts, Lowell

2016 B.A. Graphic Design

Assumption College, Worcester MA

- Minor: Psychology

SKILLS

Platforms: Mac & PC

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Bridge, Premiere,

Design: Digital Design, Web Design, Photo Editing, Logo & Brand Identity, Email & Social Media Marketing, Typography, Print & Digital Advertising, Event Design

Other: WordPress, HubSpot, HTML, CSS, Microsoft Word & PowerPoint, Wix, MailChimp, Constant Contact, Hootsuite, iContact, Squarespace, Canva, Pardot

AUBREY LOVEJOY

GRAPHIC & WEB DESIGNER

WORK EXPERIENCE

03.2024–

Present

GRAPHIC DESIGNER

Independent Insurance Agents & Brokers of America

- Assisted in the implementation and design of a new website, hosted on WordPress, and training employees on the new platform
- Updated the Company Brand Guidelines to match the new website
- Designed modernized email and newsletter templates for a variety of programs, including IA Magazine, Invest and Agents Council for Technology
- Created client facing marketing pieces, including the Company Partner brochure, event signage and materials, and advertisements
- Conceptualized mockups for the new Trusted Choice Agency Locator site

03.2022–

03.2024

GRAPHIC & WEB DESIGN SPECIALIST

VDC Research Group, Inc.

- Implemented new corporate brand guidelines and redesigned company assets, including reports, powerpoints, emails, social media, and website
- Worked with research analysts to provide design, support, and art direction on reports and customized projects
- Conceptualized and produced charts, tables, and infographics
- Collaborated with the Marketing Director on weekly email campaigns
- Created customized OEM eBooks for Dell Technologies
- Managed and maintained company website

01.2021–

03.2022

GRAPHIC DESIGNER

SAPinsider

- Developed magazine layouts, quarterly, for digital release
- Collaborated with the marketing team on social media campaigns, email campaigns, and website updates
- Designed ads for magazines, email campaigns, and company website
- Collaborated on and implemented new company branding
- Created sales products, including research reports, insider briefs, and edited video interviews for clients

12.2016–

01.2021

GRAPHIC DESIGNER/PRODUCTION ASSOCIATE

Davis Publications

- Developed layouts for both School Arts magazine and resource textbooks
- Designed email campaigns for magazine subscriptions renewals
- Collaborated on social media and marketing campaigns to increase subscription renewals and article submissions for the magazine
- Edited and color-corrected submitted images from K-12 teachers
- Designed ads for print, digital and social media
- Created and scheduled social media posts
- Updated website monthly with new magazine content and images

FREELANCE CLIENTS

365Z Foundation | Pinnacle Pickleball | Tootles & French | Douglas Bishop Poet | Holden Towers
Worcester Tennis Club | International Institute of Sport & Movement | Lakeview Ballroom | Tim
"The Photo" Smith | Assumption Missionary Associates | North Atlantic Health Sciences