





MARIA LOPRETE AIELLO

Graphic Designer

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PROFILE

I bring 20+ years of experience in creative direction, communications, advertising, social media management and department organization. As a multi-disciplinary designer and consultant I have supported the launch of many small businesses throughout the country as well as supported large brands such as Hood, Lactaid, Almond Breeze, Southern Comfort and more as they've grown in the market space.

EXPERIENCE

Maria Aiello | Freelance Design

Freelance Graphic Designer | March 2014–Present

- Expertise in supporting small business and start up companies find their brand identity.
- Logo and Branding from concept to completion.
- Collaboration with creative directors in order to increase production and efficiency by using new work-flow processes within companies' art departments.
- Social Media strategy implementation and execution.
- Web design focused on user experience, high conversion, clear communication and compelling imagery.
- Squarespace Mastery, proficient in Shopify, Wix, Kajabi, and similar platforms.
- Skillful with platforms such as Slack, Trello, Asana, and Google Drive.

HP Hood | Lynnfield, MA

Graphic Designer | February 2012–March 2014

- Creating marketing support for well known New England brand as well as managing brands such as Almond Breeze, Lactaid, Rosenberger's, Hellyu Good, Brigham's, Penn Maid, Southern Comfort, Baileys and Hagen.
- Package Design for the above brands as well as in store merchandising.
- Created customer take away products and marketing materials.
- Extensive knowledge on coupon and circular advertising layouts.
- Knowledge of food packaging design requirements.
- Worked with Marketing Department to fulfill branding needs.

The Prizm Group | Blue Bell, PA

Creative Director | June 2001–January 2012

- Master skill and rapid turnaround for projects, using Adobe InDesign, Illustrator, Photoshop and similar programs.
- Initiate programs and marketing tactics for clients.
- Recruit and supervise a creative and technical staff comprised of ten designers.
- Produce and oversee design of marketing materials for Fortune 500 Companies within the food industry.
- Prepare complete go-to-market strategies including media and tradeshow plans.
- Organization and implementation of budgeting plan for the department and outsourced vendors.
- Introduced multimedia, web design and social media as a new means of advertising.

EDUCATION

Art Institute of Pittsburgh

Degree: Bachelor of Arts
Major: Graphic Design and Visual Communications

Antonelli Institute

Degree: Associates of Arts
Major: Graphic Design
Graduated with Honors
Award: 2000 Designer of the Year
Award: Winston Augustus Art Award

Breviss Inc.

Internship, Philadelphia PA
Focus: Creative Design and Marketing

SKILLS

- Mastery in Adobe Creative Suite
- Canva Mastery
- Squarespace Mastery, proficient in Shopify, Wix, Kajabi, Podia
- Skillful knowledge in Slack, Trello, Asana, Google Drive
- Proficient in Microsoft Office Suite
- Mac and PC Platforms
- File conversion for publishing
- Social Media Fluency
- Design Thinking
- Copywriting/Copyediting

VOLUNTERING

Winthrop Farmers Market

- Marketing Director using design and social media marketing to advertise vendors and the Farmer's Market. Created new logo and branding for the market.

Winthrop Youth Soccer

- Instructional Program Director. Created new logo, branding and advertising for the League.

ATC School Parents & Teacher Organization

- Vice President helping to plan events as well and fulfill any design or marketing needs needed throughout the school year.