

SAMANTHA PEREZ

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EDUCATION

The City College of New York

Digital Arts and Design, BA
(May 2018)

SKILLS

Adobe Creative Suite

Branding

Illustration

Print & Digital Design

Social Media Strategy

CERTIFICATION

Art Therapy (July 2024)

A course taken at Chavón School of Design to deepen understanding of how visual arts can support emotional expression and healing.

LANGUAGES

English

Spanish

EXPERIENCE

MARKETING & DESIGN SPECIALIST

2021 - Present

HopePHL (Remote)

Led the successful rebranding following the merger of PEC & YSI, crafting a cohesive visual identity for HopePHL. Responsible for establishing comprehensive brand guidelines to ensure design and messaging consistency across channels. Developing impactful design solutions for mission communication, enhancing internal and external stakeholder engagement. Creating visually engaging event materials, effective donor communication designs, and eye-catching marketing collateral. Successfully merging and revamping social media platforms, boosting online presence and engagement. Playing a key role in annual report design, effectively showcasing organizational achievements.

LEAD GRAPHIC DESIGNER

2019 - 2020

ZeroSpace (New York, NY)

Strategized, crafted, and published engaging social media content, resulting in a remarkable growth from zero to 50K Instagram followers, and collaborated closely with the CEO, Creative Director, CMO, and Copywriters to conceptualize and contribute to executing creative ideas through design. In addition to developing innovative marketing designs for print materials, brochures, banners, and signs, I was also responsible for creating and implementing captivating exhibit graphics and signage, ensuring a seamless and engaging visitor experience.

SOCIAL MEDIA MANAGER

2019 - 2020

Results Boston Inc., (Remote)

Led the creation of logos and brand materials, overseeing a social media team, designing impactful marketing emails, and crafting engaging content for Facebook and Instagram, resulting in a significant boost in sales.

GRAPHIC DESIGNER

2015 - 2019

Haiku International Ltd., (New York, NY)

I took on a multifaceted role that included creating technical drawings, staying abreast of seasonal visual trends to inform design choices, actively participating in photo shoots to ensure visual consistency, managing QuickBooks operations, and efficiently handling phone calls.