



# ALLISON SIMENKIEWICZ

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Print & Packaging  
Digital & Animation  
Infographics  
Brand Guidelines  
Video Production & Editing

Motivated and versatile with experience in marketing collateral, original animations, and brand expressions across touchpoints including digital, print, and packaging. Ability to manage multiple projects with competing demands and deadlines. Skilled communicator to connect at every level and with clients. Talent and passion for partnering with cross disciplinary teams to generate creative and engaging visual concepts to help businesses communicate their brand value.

## PROFESSIONAL EXPERIENCE

### Graphic Designer/Video Specialist, Ideaworks Marketing - Wyoming, PA February 2016 - Present

As part of collaborative creative team, produce marketing materials for corporate and commercial clients. Oversee video production and editing including original animations and refinements of purchased templates. Interact directly with clients to understand business and design needs. Adhere to client brand guidelines ensuring appropriate brand messaging.

- Integral in shaping compelling visuals to achieve business results including: interactive websites (Muse), mass mailers (Mailchimp and ConstantContact), brochures, fact sheets, promotional media kits and posters.
- Increased company ability to take on video production projects by taking initiative to learn AfterEffects; created 19 paid videos within 12 months, which previously required sub-contracting a third party.
- Elevated efficiency by introducing new ways to set up graphic files to the Art Director and team.
- Entrusted as Account Head for company Charity of Choice creating promotions and visuals for web and social.

### Freelance Graphic Designer, Various Clients - Wilkes-Barre & Scranton, PA October 2015 - March 2018

Branding and design work for varied clients. Deliverables included packaging, small edits on e-commerce Wordpress site, promotional web-graphics for email blasts, infographics, and blog posts.

- Select client: Rebrand and redesign coffee cup sleeve for Electric City Brewing Co.
- Select client: Branding for Petroleum Service Company including creation of brand guidelines.

### Marketing/Design Intern, CornellCookson - Mountaintop, PA May 2015 - August 2015

Designed infographic to communicate brand differentiators. Created banners, magazine ads, billboards and flyers using Photoshop. Compiled data from internal departments. Updated website with CSS and internal Specialization Generator.

- Established the company's first Instagram account to bolster brand awareness and showcase products.

## SKILLS & ACHIEVEMENTS

**Awards:** Ideaworks 2019 Calendar • Gold & Judge's Choice • March 2019 AAF NEPA Awards  
Ideaworks 2018 Calendar • Silver • March 2018 AAF NEPA Awards  
Dazzle Magazine • Gold & Judge's Choice • February 2017 AAF NEPA Awards  
Vive Health & Fitness Newsletter • Silver • February 2017 AAF NEPA Awards  
Poster Campaign - Music Festivals • Student Silver • February 2016 AAF NEPA Awards

**Programs:** Illustrator • Photoshop • InDesign • AfterEffects • Muse • Premiere Pro

## EDUCATION

Bachelor of Arts, Interactive Media, Wilkes University, Wilkes-Barre, PA 2016  
Minors: Art & Marketing • Graduated cum laude