

ADELLE CRON

SENIOR CREATIVE DESIGNER

adellecronesign.com

CONTACT

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WORK EXPERIENCE

Senior Creative Designer

Tuff Growth Marketing - Goodway Group • March 2022 - Present

- Lead creative strategy and visual direction across hundreds of clients across various industries focusing on performance creative
- Consulted with clients to define and establish branding, create consistent assets across multi-channel performance creative campaigns, and present designs to clients
- Created graphic design assets using Figma and Adobe Creative Suite to make social media ads, emails, sales materials/decks, organic social media, web graphics, merch, and more

Freelance Graphic Design

Adelle Cron Design • August 2018 - Present

- Lead overall ideation, coordination, and development of creative assets including social ads, sales materials, tradeshow booths, packaging, and print materials
- Established branding and messaging initiatives, from research to design execution
- Developed effective strategies for client communication, presentation, copy writing, and animation

Graphic Design

Bear Fox Marketing • April 2021 - March 2022

- Lead creative strategy and design for 30+ clients across various industries
- Consulted with clients to define and establish branding, define strategy, write copy, and present creative
- Created graphic design assets using Figma and Adobe Creative Suite to make social media ads, landing pages, emails, sales material, organic social media, web graphics, and animations

Digital Marketing Manager

College Outside • January 2021 - July 2021

- Managed a small internal marketing team, overseeing campaigns, email marketing, brand initiatives, and major partnerships with leading outdoor brands
- Leveraged proficiency in Adobe Creative Suite to design email blasts, web design, and organic social media posts
- Managed social media initiatives and campaigns for Facebook, Twitter, Instagram, and LinkedIn
- Developed, managed, and deepened strategic partnerships with agencies, vendors, and outdoor industry leaders

PERSONAL PROFILE

I am a senior graphic designer with almost 7 years experience with a focus on digital design and art direction.

EDUCATION

Bachelor of Art, Major in Media Arts

Boise State University

3.8 GPA

Magna cum laude graduate

SKILLS

Figma + Adobe Suite

Art Direction

Performance Creative

Digital Design

CERTIFICATIONS

Motion Design With Figma

HubSpot Digital Advertising

HubSpot SEO

HubSpot Social Media

Google Display Ads