

matthew lowry

ADVERTISING | GRAPHIC DESIGN | MARKETING | PHOTOGRAPHY

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SUMMARY:

- Graphic designer in Westchester, New York
- Passion for design and an eye for creativity
- Three years of professional experience in design, digital marketing, and advertising
- Strong communication skills along with knowledge in typography and web design

EDUCATION:

The State University of New York
College at Oneonta
May 2016
BA in Computer Art and Design
BS in Communications & Media
Minor: Advertising

WORK EXPERIENCE:

Club Fit Briarcliff Manor | Club Fit Jefferson Valley
November 2016 - Present

Marketing Designer & Social Media Contributor

- Creatively and professionally communicates to the membership and general community how to use Club Fit to live a healthy lifestyle
- Participates in developing and executing marketing plans, goals and objectives
- Analyzes Membership Promotions and creates appropriate marketing collateral
- Specializes in flyer and poster creation, digital and print adverts, direct mail, large displays, email marketing, and web updates

Spynr Inc.

July 2019 - Present

Graphic Designer

- Produces digital and print marketing material for the laundromat industry assigned by the project manager
- Helps build and promote brands for laundromat businesses through creative and eye catching designs

Freelance

May 2016 - Present

Freelance Graphic Designer and Photographer

- Works closely with clients to develop creative strategies and bring their visions to life
- Provides quick project turnaround and constant email communication with clients

SUNY Oneonta 'Filter Your Future' Campaign

January 2016 - May 2016

Campaign Creator and Designer

- Created and designed a college campus wide ideological marketing awareness campaign
- Photographed and graphically designed print advertisements, logos, posters, and infographics
- Planned an event and used guerrilla marketing tactics to promote it

SKILLS:

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

HTML

Mail Chimp

Microsoft Power Point

Microsoft Word

Photography

Social Media

Video Editing

Wordpress