

DIANA PAUCIULLO

Designer

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🌐 dciullo.com

EDUCATION

- **Montclair State University**
Bachelor of Fine Arts
Visual Communication Design
GPA 3.5
- **Brookdale Community College**
Associate of Arts
Graphic Design
GPA 3.8

MEMBERSHIPS AND ACCOMPLISHMENTS

- The National Society of Leadership and Success
- Entrepreneurship Certificate
- PTK Honor Society

SOFTWARE

- WordPress
- After Effects
- Adobe XD
- Illustrator
- InDesign
- Photoshop
- Figma
- Hopper HQ
- Kapost
- Yoast SEO
- Microsoft 365
- Premiere Pro

REFERENCES

- Michael Impelluso
Vice President of Marketing, CentralReach
973-432-1826

CAREER OBJECTIVE

To secure a full-time design role where I can apply my skills and marketing expertise.

DESIGNER PROFILE

With six years of experience in design, I specialize in creating user-friendly, visually engaging solutions that strengthen brand presence and drive engagement. My expertise lies in understanding client needs and translating them into sleek, responsive, and impactful designs across multiple platforms. Skilled in layout, visual storytelling, and problem-solving, I bring transferable skills that adapt seamlessly to a variety of creative projects. I am seeking a role where I can leverage my creative and technical abilities to contribute to innovative work and collaborate with a dynamic team.

WORK EXPERIENCE

Mindset Media Group

Designer, June 2024 - Present

- Create compelling posts and visuals tailored for various social media platforms.
- Maintain an organized content calendar to ensure consistent posting, timely execution, and alignment with overall marketing objectives, while ensuring all content adheres to brand guidelines.
- Conduct client calls and consultations to understand project goals, then design, build, and redesign websites to deliver user-friendly, visually appealing, and customized online experiences.
- Provide ongoing design expertise, make edits and updates as needed, and offer strategic guidance to help clients achieve their branding and marketing objectives.

Commvault

Associate Website Experience Manager, April 2020 - April 2024

- Redesigned both the worldwide and local Commvault websites, followed strict guidelines from my superiors. Added 90 net new pages, re-designed between 15 and 20 existing pages, as well as implemented an enhanced navigation structure, while archiving obsolete content.
- Collaborated with cross-functional teams to produce external assets on WordPress which included product webpages, corporate blogs, press releases and gated landing pages for desktop and mobile view.
- Regularly updated global website content and implemented up-to-date SEO techniques.
- Managed 4 sites in local languages by creating translated pages and enforcing consistency with global messaging to ensure a seamless user experience for the local site audience.
- Full understanding of website architecture, HTML, CSS, and site speed optimization.

Marquis Health Services

SEO Intern, June 2019 - August 2019

- Developed and optimized content to increase website visibility and drive organic traffic.
- Produced webpages using SEO techniques and best practices.
- Knowledge of optimizing individual web pages, including meta tags, titles, and structure.
- Identify SEO issues and develop effective solutions.

Marquis Health Services

Digital Marketing & Graphic Design Intern, May 2018 - August 2018

- Crafted and designed digital content that generated significant engagement.
- Managed multiple social media accounts and ensured consistent activity across 10+ Facebook pages.
- Ensured all content adhered to the brand's guidelines.
- Kept up with industry trends, audience preferences, to inform social media strategies.

Mindset Media Group

Digital Marketing & Graphic Design Intern, May 2018 - June 2019

- Created compelling posts, visuals, and diverse multimedia content customized for various social media channels.
- Maintained an organized content calendar to ensure a steady flow of content and timely execution of social media posts.
- Assisted in the development and implementation of social media strategies aligned with overall marketing goals.
- Guaranteed that all social content followed the guidelines.

Estée Lauder

Administrative Assistant Intern, May 2017 - August 2017

- Gathered and analyzed data on the Clinique LLC brand to report on performance and identify areas of improvement.