

# DIANA PAUCIULLO

Web Designer

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## 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
- Microsoft 365
- Illustrator
- Photoshop
- Figma
- Premiere Pro
- After Effects

## REFERENCES

- **Michael Impelluso**  
Chief Marketing Officer, Enterprise Health  
973-432-1826

## CAREER OBJECTIVE

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

## DESIGNER PROFILE

With six years of experience specializing in web design, I am proficient in creating user-friendly and visually engaging digital experiences. My proficiency lies in translating client requirements into sleek responsive designs that drive engagement and enhance online presence. I am currently seeking a role where I can leverage my skills to contribute to innovative web projects and collaborate with a dynamic team.

## CURRENT WORK

### Mindset Media Group

#### Lead Designer | June 2024 - Present

- Create and edit video content based on client provided information and criteria that incorporate transitions and visual elements to produce clear, engaging products.
- Transform complex content into polished, professional PowerPoint presentations that ensure clarity, visual consistency, and full compliance with established brand standards.
- Lead client consultations to identify project objectives and translate strategic goals into thoughtfully designed, user-friendly website designs.
- Provide ongoing design leadership and strategic guidance to clients by implementing updates and enhancements as needed to support clients' evolving branding needs and marketing goals.
- Manage and maintain social media content calendars to ensure consistent posting, timely execution, and alignment with clients' marketing strategies.
- Develop compelling, platform-specific social media content to strengthen brand presence and create a positive user experience.

## WORK EXPERIENCE

### Commvault

#### Associate Website Experience Manager | April 2020 - April 2024

- Redesigned both global and regional Commvault websites to be in alignment with corporate brand and UX standards, launched over 90 new pages and contributed to two major rebranding initiatives. Collaborated with cross-functional teams to develop and publish product pages, corporate blogs, quarterly earnings press releases, and gated landing pages that were optimized for both desktop and mobile responsiveness.
- Maintained and updated global website content and SEO practices to improve performance.
- Managed localized international sites, created translated content while ensuring alignment with global messaging to deliver a cohesive and consistent user experience.
- Contributed strategic expertise in information architecture, supported by hands-on experience in HTML, CSS, and performance optimization.

### Marquis Health Services

#### SEO Intern | June 2019 - August 2019

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

### Marquis Health Services

#### Digital Marketing & Graphic Design Intern | May 2018 - August 2018

- Designed and produced digital marketing assets that drove audience engagement across social platforms.
- Managed and maintained activity across 10+ Facebook pages while ensuring brand consistency and timely content delivery.
- Ensured all marketing materials adhered to established brand standards and visual guidelines.
- Researched industry trends and audience insights to inform and refine social media strategies.

### Mindset Media Group

#### Digital Marketing & Graphic Design Intern | June 2018 - August 2018

- Created engaging social media content, graphics, and multimedia assets tailored to diverse platform requirements.
- Managed and maintained organized content calendars to support consistent publishing and on-time campaign execution.
- Assisted in the development and implementation of social media strategies aligned with broader marketing objectives.
- Monitored content quality and adhered to client branding guidelines.

### Estée Lauder

#### Administrative Assistant Intern | May 2017 - August 2017

- Collected and analyzed brand performance for Clinique LLC, prepared reports that identified trends and created opportunities for improvement.