

LARRY CIRILLO
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GRAPHIC AND WEB DESIGNER

Graphic and Web Designer with 16 years of proven experience in creating digital imaging and illustrations, developing marketing strategies, and performing as a corporate steward interacting with internal and external stakeholders. Possesses a comprehensive background in branding and public relations with an emphasis on company corporate identity, customer services, and creative direction. Demonstrated history of producing high-quality project results and possesses an innate talent for quickly mastering technology and new concepts. Driven creative professional with a passion for designing and conceptualizing visual imagery used to influence and inform clients and audiences. Ability to produce quality content in logo design, digital media, photo editing.

- Creative Consulting
- Digital | Print Design
- Project Management
- Customer Service
- Hardware | Networking
- Email Marketing
- Content Creation
- EDDM (Every Door Direct Mail)
- Brand Management
- New System Roll-out
- Marketing | Advertising
- Client 1-on1 Relationships
- Wide Format Printing
- Scheduling | Forecasting
- Tech Support
- Photography
- Photo Editing

TECHNICAL COMPETENCIES

Operating Systems: MacOS, Windows 10

Software: Adobe Creative Cloud, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, After Effects, Microsoft Word, Excel, PowerPoint, PrintSmith

Printers: Canon IPF-8400, Canon Image Pro 9600 Series, Digital Press
Epson Surecolor F-2000 Direct to Garment Printer

Web Design: WordPress

Email Marketing: MailChimp, Constant Contact

IT & OTHER CERTIFICATIONS

CompTia ITF+

PROFESSIONAL EXPERIENCE

PIP Marketing Signs & Print | St. Augustine, FL 2021 – Present
Web Design | Senior Graphic Design | Social Media Manager | Technical Advisor
Created EDDM mailers, Marketing collateral, Business Startups, and mail merges. Updated companies social media and website information.

- Front counter and customer service
- Process Payments & Closeout
- Design for digital, signage, web & wide format
- Upgrade Server for Storage between multiple locations
- New Graphic Designer Training
- New Logo Design, Branding, New Business Consulting & Start-up
- Liaison between sales and design
- Estimating & Invoicing
- Marketing solutions
- EDDM Mailers & Data Merge

Web Design | Graphic Design | Social Media Manager | Team Lead

Designed Job Boards, Landing Pages, event sign up pages, and websites for company clients, and developed email marketing campaigns twice a week. Designed Marketing collateral for the events Gumbs Media Group organized.

- Client 1-on1 meetings to complete creative briefs for projects.
- WordPress and WooCommerce websites, along with Shopify to establish online selling and job board websites.
- Project Lead overseeing Sales and Social Media Departments.
- Client interaction between both sponsors and event attendees.
- Created event ticketing systems through Eventbrite.
- Oversaw the digital creation team, Web and Graphic Design teams.

Paxton Marketing | Amelia Island, FL

2016 – 2018

Graphic & Web Designer | Technical Advisor

Designed for print automotive advertisements from Kelley Blue Book variable data mailers, adhering to strict branding and advertising guidelines for major automotive brands such as Subaru, Ford, GM, Hyundai, Kia, and Nissan. Hosted multiple landing pages for different automobile dealerships and developed email marketing campaigns twice a week.

- Analyzed and interpreted related reference documents and source material to plan the presentation of arrangements in graphic form or in detailed models
- Developed, updated, and coded website templates with images, wording, color, and arrangement of designs with a diverse style appropriate to different projects
- Complied with approved design standards to provide quality design, reliable operation, and operating convenience
- Designed graphics for promotional media, web application, and main website and converted website to a responsive design to work across all devices
- New machine roll-out and training for new employees
- Network maintenance and wiring installation

Miller Creative Group | Jacksonville, FL

2011 – 2016

Graphic Designer/Production Supervisor

- Created a learning management system (LMS) website for branding and restaurant materials initiating branding and graphic design strategies
- Created and edited videos preparing them for rendering in multiple video formats for various purposes such as web streaming, presentations, and hard media
- Contributed to product development with clients from the brainstorming process to inspection and approval of designs under tight deadlines
- Digital and Wide Format Printing

EDUCATION

Associates of Science (A.S), Graphics, Web, & Multi-Media Design | Keiser University, 2010-2013

Bachelors of Science (B.S), Marketing | Western Governors University, Presently Attending