

# ALEXANDRA STEINBERG

designer | dreamer

let's get the party started

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## EXPERIENCE

### Author Evelyn Skye

Social Media + Brand Manager

Remote | August 2021 - Present

- Manage all aspects of social media marketing including: scheduling content, video editing, designing graphics, user engagement, and managing analytics
- Created and implemented brand guidelines across a variety of media
- Redesigned Evelyn's entire website in Adobe XD

### Block & Associates Realty

Graphic Designer

Cary, NC | June 2020 - June 2021

- Served as project manager for all design projects
- Designed professional business proposals, modernized copy and revised layouts of existing print collateral and outdated marketing materials
- Designed a variety of print media including marketing brochures, employee handbook, seminar and event flyers, monthly newsletters and magazine ads
- Designed one page of Block's website for Urban Place Cary

### Branch Design Studio

Social Media Manager

Charleston, SC | September 2020 - August 2021

- Organized and scheduled all content for Instagram and Facebook
- Planned and executed social media strategies on FB, IG and Pinterest
- Provided knowledge of Instagram trends and brand strategy, resulting in increased exposure of company products via posts and stories

### Broadreach

Graphic Designer

Raleigh, NC | October 2019 - March 2020

- Designed company logo, student and various Broadreach swag
- Assisted in copywriting and photo selection across the website
- Developed an identity system through selective color, typography, and iconography across media and collateral

## EDUCATION

### Savannah College of Art & Design

Master of Arts in Graphic Design

2021 - 2023

### The College of Charleston

Bachelor of Arts in Studio Art

2015 - 2019

## SKILLS

- Project Management
- Composition Design
- Creative Strategy
- Content Creation
- Critical Thinking
- Design Research
- Public Speaking
- Communication
- Brand Identity
- Photo Editing
- Transparency
- Photography
- Copywriting
- Typography
- Web Design
- Logo Design
- Timeliness
- Empathy