

StevieCaldarola

Designer | Writer & Editor | Photographer

www.BasicallyRed.com

StevieCald@gmail.com | 720.380.2392

Avid listener who crafts ideas into innovative solutions seeks a career in an environment that fosters sustainably imaginative thinking. Offers a positive personality, dry sense of humor, & go-getter attitude, as well as a proven track record in creative and business development. Whenever music is played, gets the urge to dance. Owned by cat, Colfax, who thinks he's a dog.

WORK SKILLS

Print & Digital Design
Film & Digital Photography
InDesign, Photoshop, Illustrator
Premiere Pro & After Effects
Motion Graphics

Business Development
Email Marketing & Social Media
CMS & Blogging
Office & Google Suites
Project & Personnel Management

PLAY SKILLS

Self Taught Guitarist
Volleyball Star & Yoga Novice
Laughter Guru
Music & Dancing Junkie
Puzzle Lover & Board Gamer

Fun Park Enthusiast
Thirsty Traveler
Crafty DIYer
Experience Craver & Fun Seeker

EXPERIENCE

Art Director & Marketing Coordinator

D&B Engineers & Architects, PC

2015 - Current | Woodbury, NY

- Graphic Design - proposals, templates, brochures, profiles/one sheets, newsletters, advertisements and other marketing materials, web graphics, presentation, tradeshow materials, and more
- Strategy and implementation of all marketing campaigns including development of email marketing, content creation and social media initiatives
- Doubled reach and engagement on LinkedIn and Facebook; quadrupled viewers and pageviews on website
- Assess and create branding standards and strategy for company-wide practice across multiple office locations
- Development and implementation of organization practices, process standardization and expansion of marketing department to enhance the performance of the department

Graphic Designer, Photographer, Writer/Editor

BasicallyRed

2007 - Current | NY & CO

- Graphic Design, Digital/Print Marketing Strategy, Branding Strategy, Writing & Editing, Photography, Lighting Design, Multimedia
- Clients include: KMC Innovative Technologies, Inc.; Top Dog Recruiting, LLC; Kataluma Chai; Health Action League; The Athena Project Festival; Happy Herbivore; Spotlight Theater; The Edge Theatre; Goddess Productions; Fascinating Ales; Hoptopia; Rand Lepley; After the Darklights; CJ Ceremonies

Business Development & Art Director

ARTiculate: Real&Clear

2013 - 2015 | Denver, CO

- Graphic Design - marketing and tradeshow materials, educational materials, web graphics, booklets, newsletters, branding development and implementation
- Strategy and implementation of all marketing initiatives, including extensive social media and email campaigns
- Editing of all content including educational content, blog posts, audio books, video scripts, and more
- Organize, manage and complete photo shoots, retouching, and digital archiving of photography
- Project management and development of sales strategy, business infrastructure, systems/CRM, and processes
- Product design and creation including webinars, workshops, and audio and e-books
- Event development, coordination, sales strategy, marketing and management

President

Ladies of Craft Beer

2009 - 2013 | NY & CO

- Served as Editor-in-Chief and designed multi-contributor website with a mission to encourage more women to engage in the craft beer industry and community (site had approximately 30 contributors)
- Created all branding and graphics for website, email campaigns and social media
- Raised approximately \$5,000 for the National Breast Cancer Foundation through ticket sales and raffles at various fundraising events
- Gained over 25,000 Twitter followers and 3500 Facebook fans organically - and still growing

EDUCATION

BFA (Honors)

Design & Technology

Adelphi University

2003-2007 | Garden City, NY

Minor in Photography

ASSOCIATIONS

AIGA - Professional

Association for Design

PROFESSIONAL DEVELOPMENT

UX Training

UXTraining.com

In Progress

InDesign Layout Workshop

SkillShare

Completed March 2016

SOCIAL

LinkedIn:

[linkedin.com/in/steviecaldarola](https://www.linkedin.com/in/steviecaldarola)

Behance:

[behance.net/BasicallyRed](https://www.behance.net/BasicallyRed)

Pinterest:

[pinterest.com/BasicallyRed](https://www.pinterest.com/BasicallyRed)

Instagram:

[instagram.com/BasicallyRed](https://www.instagram.com/BasicallyRed)

WHAT CLIENTS SAY

"Working with Stevie has been one of the best professional experiences I've had in over 25 years. She really understands your business, your goals, and your objectives, asks all the right questions and comes back with EXACTLY what you want, even if you don't know what that is."

-Chrissy Shoulet, Top Dog Recruiting, LLC.