

# StevieCaldarola

Designer | Writer & Editor | Photographer

[www.BasicallyRed.com](http://www.BasicallyRed.com)

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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.