

StevieCaldarola

ArtDir | Designer | DirOps | PM

www.BasicallyRed.com

StevieCald@gmail.com | 720.380.2392

Creative-type with thirst to build innovative solutions seeks an environment that fosters sustainably imaginative thinking. Lives to design clean, smart, and effective work. Offers a positive personality, dry sense of humor, and go-getter attitude, as well as a proven track record in design, operations, and project management. 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

Systems & Operations
Project & Personnel Management
Communications
Office Management & Admin
Email Marketing & Social Media

PLAY SKILLS

Avid Tinkerer
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

Designer, Wordpress Dev, Copywriter/Editor

BasicallyRed

2007 - Current | Denver, CO

- Graphic Design, Digital/Print Marketing Strategy, Branding Strategy, Writing & Editing, Photography, Lighting Design, Multimedia
- Visit basicallyred.com for more information

Director of Operations

JoyLab

2016 - 2018 | Denver, CO

- Researched and implementaed transfer of company operations over to Bitrix24, a system that integrates project and task management, customer relations, business development, and more into once centralized place
- Project management and implementation
- Development of sales strategy, business infrastructure and processes

Art Director

D&B Engineers & Architects, PC

2015 - 2016 | 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
- Created branding standards and strategy for company-wise 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

Director of Operations & 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
- Project management and development of sales strategy, business infrastructure, and processes
- Editing of all content including educational content, blog posts, audio books, video scripts, and more
- Product design and creation including webinars, workshops, and audio and e-books

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

AWARDS

2016 American Graphic Design Awards, Graphic Design USA

Certificate of Excellence

Summer 2016 Summer Insights
Newsletter for D&B Engineers and Architects, P.C.

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.