

marina di franco

contact

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objective

Visual communication design student with knowledge in user experience design and Adobe creative suite seeking a full time job to broaden understanding of the graphic and fashion design industry.

education

Kent State University | Kent, Ohio

Bachelor of Arts

Expected graduation date: May 2023

Major: Visual Communication Design

Minor: User Experience Design

Overall GPA: 3.98

- Honors and Dean's List every semester, 2019- Present
- Studied abroad in Florence, Italy August-December 2019 and San José, Costa Rica June-July 2017

skills

- User experience design
- Adobe Creative Suite
- Digital Marketing
- HTML/CSS/Java
- Procreate
- DSLR photography
- Visual merchandising
- Fluent in Spanish, conversant in Italian

volunteer activities

A Magazine

Assistant Art Director | August 2020-present

- Design graphics and art for articles and social media posts about fashion, beauty, and culture for student-run magazine
- Collaborates with designers to execute writers' intended message

work experience

Fashion Talks

Social Media Content Designer, Social Media Manager, Web Designer, Photographer | May 2022-Present

- Develop design for Instagram, website, blogs, and other social media outlets
- Establish an optimal posting schedule promoting upcoming events and products considering web traffic and customer engagement metrics
- Photographed networking events
- Assisted in creation of responsive ecommerce website
- Conducted outreach to local businesses and fashion designers to be featured in annual runway show

The Battleground Taproom and Mexican Kitchen

Server | May 2022-November 2022

- Serviced guests with food and beverage requests in a timely, professional, and friendly manner
- Communicated guests' dietary restrictions and upsold menu items

Winds of Change Boutique

Stylist, Social Media Coordinator, and Display Designer | June 2020-May 2022

- Assisted ~40 customers per day with transactions, returns, merchandise inquiries, and e-commerce purchases
- Exceeded daily sales goals with average of 110% of sales quota each week
- Executed merchandising strategies using visual displays throughout the store

awards

NEOLaunchNET

Entrepreneurship Grant Award | January 2022

- Created and presented upcycled business model to potential investors

KSU Fashion/Technology Hackathon

Honorable Mention Award | January 2020

- Developed technology for autonomous sensory clothing children with special needs using Arduino Uno platform
- Marketed and presented invention to potential investors