



YASMINE

GRAPHIC DESIGNER

WORK EXPERIENCE

GOOD SAM | OCTOBER 2022 - MARCH 2024

- Owned a branch of the business in which I created digital marketing and collateral for all membership, finance, credit card rewards, and insurance services
- Conceptualized and developed quarterly style guides that aligned with broader marketing campaigns
- Designed various print projects such as POP, signage, direct mail collateral, and business identity materials
- Responsible for reaching deadlines, communicating with vendors, collaborating with senior designers and communication managers to achieve quarterly goals
- Collaborated with marketing directors to regularly design and execute multiple email marketing campaigns on a monthly basis as well as web and social media assets
- Directed and collaborated with team's motion designer to incorporate animation into emails and social media campaigns on a regular basis

PARKER AEROSPACE | JULY 2022 - SEPTEMBER 2022

- Helped produce billboard banners, yard signs, business cards, flyers, menus, and newsletters for Aerospace Trade Show
- Created a new and improved logo for the GROWTH sales department and a side-along user friendly PowerPoint deck template, notepad, and other cohesive marketing material
- Produced print, digital ads, invitations, mailers, infographics and signage for Parker while adhering to brand standards
- Responsible for reaching deadlines, communicating with vendors, collaborating with senior designer and communications manager to achieve goals
- Proofed all pieces carefully before they were sent to client or print vendor

VOLUSPA CANDLES | MARCH 2022

- Primarily focused on helping produce sustainability sheets, training sheets, annual scan books, fragrance cards, and other educational and marketing materials

REACH AGENCY | MARCH 2021

- Specialized in designing Keynote, PowerPoint, and Google Slide pitch decks for various companies such as Microsoft, Xbox, Nestle, and Stella Artois in order to present social media marketing strategies to improve marketing growth

SILIGAN CONTAINERS | OCTOBER 2019

- Created a 100 page sustainability report utilizing InDesign and Illustrator to produce a visually appealing and easy to read layout for Siligan's stakeholders
- Produced visually engaging and easily digestible infographics for the sustainability team

DIANE'S BEACHWEAR | DEC 2017

- Designed email campaigns for various companies such as L-Space, O'Neil, Vitamin A, etc. while working within the parameters of each brand's style guidelines
- Assisted with delivery of all web banners, social media, and other online marketing material
- Worked closely with copywriters and marketing team to gather images, written copy, develop unique digital content for social media ads, and route designs on a tight schedule
- Created co-cohesive email campaigns for each brand leading to a 30% increase in social media engagement and 20% increase in sales

PORTFOLIO

www.yasminemerciar.com

SKILLS

InDesign	Keynote
Illustrator	Excel
Photoshop	Klaviyo
Lightroom	Mailchimp
After Effects	Stripo
Premiere Pro	Email Marketing
Acrobat	Photo Retouching
Power Point	Klaviyo
Photography	Asana
MS Word	Figma

EDUCATION

SMC | 2013-2018 | Bachelors

GET IN TOUCH

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