



# MICHELE MANDATO

I am different. I believe in the importance of aesthetics, strategy and effective design. I am a unique graphic designer and marketing professional with immense passion and drive. [ I create attention. ] My diversified skills generate a brand voice through strong concept, photography, charismatic typography, color, form and personable copy. With 8+ years of experience, I was able to drive company growth by cultivating my prolific ideas, artistic expertise and high quality work.

## GRAPHIC DESIGNER & MARKETING PROFESSIONAL

516.633.4154  
contact@michelemandato.com  
www.michelemandato.com

### WORK EXPERIENCE

'12 - NOW GRAPHIC DESIGNER / MARKETING MANAGER  
AmeriBag, Inc.

- Increased customer acquisition through targeted segmentation using photography, branding, 30/70 content strategy, merchandising, expanded social outreach, co-branding and email marketing
- Increased conversion rates on e-commerce website by bettering UX/UI, developing a wholesale website for B2B customers, creating attractive digital and print graphics, humanizing brand, instilling trust through loyalty programs and showcasing product value

'16 FREELANCE WEB DESIGNER  
T-Source Custom Design & Screen Printing

- Conceptualized, designed and built custom website
- Wrote marketing plan for cost effective initiatives to increase customer base and retention

'11 - '12 GRAPHIC DESIGNER  
La Flor Spices Co., Inc.

Illustrated logo and designed all digital and printed brand interactions increasing sales and retail locations

'10 - '12 PHOTOGRAPHER / SUPERVISOR  
Sportography; A division of Lifetouch, Inc.

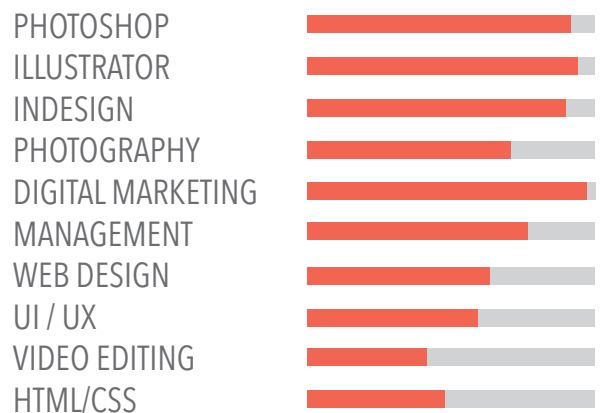
### EDUCATION

'06 - '10 SUNY New Paltz  
BS Visual Arts Education: Graphic Design

### RECOGNITION

Magna Cum Laude / Deans List  
Kappa Delta Pi Honor Society

### SKILLS



### PROFICIENCIES

- |                  |                      |
|------------------|----------------------|
| BRAND IDENTITY   | ANALYTICS            |
| TYPOGRAPHY       | CUSTOM CONTENT       |
| GRAPHIC DESIGN   | COPY WRITING         |
| PRINT/DIGITAL    | CAMPAIGN CONCEPT     |
| EMAIL MARKETING  | PRODUCT DEVELOPMENT  |
| PHOTO RETOUCHING | MERCHANDISING        |
| PACKAGE DESIGN   | B2B / B2C MARKETING  |
| SOCIAL MEDIA     | E-COMMERCE / SEO     |
| ILLUSTRATION     | WORDPRESS            |
| TREND SPOTTING   | BUSINESS DEVELOPMENT |