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Skills & Expertise

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
All social media platforms
Marketing and
campaign strategies
Branding
Concept development
Art Direction
Google Analytics
Market research
Microsoft Office
Mailchimp

Cecilia Feliciano

Design. Marketing

Education

Northern Illinois University, DeKalb IL
Visual Communications, Bachelor of Fine Arts, May 2016
Minor: Marketing

Study Abroad, Katowice Poland
Spring 2014

Work Experience

Associate Art Director, Ross Creative Works
January 2023 – Present

Senior Graphic Designer
October 2021 – December 2022

Freelance Graphic Designer
September 2019 – October 2021

- Created original print layouts for a variety of clients including ads and multi-page documents such as magazines
- Designed web layouts to be used for Wordpress websites, or similar.
- Participate in new business meetings and work with owner/creative director on the strategy of new business accounts. I also worked directly with clients and managed their projects ad-hoc or as needed.

Visual Designer, Mosbrook Design
September 2017 – October 2021

- Collaborated with design team to create, edit, deliver and optimize marketing materials including brochures, flyers, signage, PPT templates and email marketing campaigns for various clients in the medical field including AbbVie, AOSSM, CNF, ISAKOS, and many more
- Designed concepts for Annual Meetings and conferences across multiple digital and print platforms

Graphic Designer, React Presents
June 2016 – September 2017

- Assisted in further building the identity for The Mid nightclub, Concord Music Hall, Bottom Lounge, Lincoln Hall, as well as six music festivals: Mamby on the Beach, Spring Awakening Music Festival, North Coast Music Festival, Reaction NYE, Freak Deaky, and Summer Set
- Responsible for assisting with afterparty flyers, wristbands, CTA ads, infographics, billboards, Snapchat filters, Google ads, print ads for Chicago news outlets, and a range of social media graphics that span Instagram, Twitter, Snapchat and Facebook

Account Management Support Intern, Do312
February 2017 – August 2017

- Assisted leads and advertising trends for Chicago events including, but not limited to, Lollapalooza, Riot Fest, House of Blues, Silver Wrapper, and React Presents
- Compiled data for client reports and for the creation of sales decks
- Created ads for Do312 and their clients as well as supported with various client relations