

# SAMMIE JO GAROFALO

## GRAPHIC DESIGNER

### CONTACT

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Wrightstown, NJ 08562

### PROFILE

Highly creative and multitalented Graphic Designer with extensive experience in apparel, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

### EDUCATION

Georgian Court University  
Bachelor's in Fine Arts, Graphic Design  
January 2009 – December 2011

### PROGRAMS

Illustrator



Photoshop



InDesign



Word



Excel



Powerpoint



CorelDraw



Quark



### WORK EXPERIENCE

- Creative Director** January 2015 to Present  
**Rette Apparel**  
Developed and maintained print/web collateral, as well as marketing needs. Coordinated, designed and maintained both the website and social media accounts. Directed creative concepts for website and print initiatives. Actively researched industry trends to bring new ideas and applications to company. Maintained project management schedules, databases, and forecast. Formed relationships with stores, printers and manufacturers. Art directed photo shoots.
- Creative Coordinator** November 2014 to Present  
**All Hands Fire Equipment & Training**  
Handle marketing graphics for both the website and through email blasts. Maintain a presence through social media through graphic campaigns. Data entry through inputting products onto the website and making the overall fee of the product page more aesthetically appealing. Working closely with Sales team to establish pricing parameters and verification of shipping charges. Generate the month profit and loss reports, along with inventory reports. Implement web solutions by monitoring project progress; tracking tasks, sales goals and resolving issues.
- Adjunct Professor** August 2014 to Present  
**Mercer County Community College**  
Adapted teaching methods and materials to meet student's needs and interests. Teaching methods are encouraged through interactive learning by incorporating educational software, print media, as well as peer critiques.  
**Courses Taught:** Foundations of Graphic Design, Color Theory, Intro to Illustrator, Advanced Illustrator, Intro to Dreamweaver and Web Design Concepts 3.
- Graphic Designer** January 2009 to Present  
**SJ Garofalo Designs**  
Client based freelancing tasks that range from apparel design to marketing collateral. Meet and develop professional relationships with the clients to help build their brand.
- Associate Manager** August 2010 to June 2012  
**Under Armour**  
Oversee a group of 20+ employees, while handling operational tasks. Managed the visual merchandizing of the store floor, as well as giving excellent customer service.