

KRISTIN ZAPPONE

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PROFESSIONAL SUMMARY

Creative hands-on professional with extensive client-facing experience in marketing, advertising, graphic design, project coordination and management. Highly skilled in Adobe Creative Suite including Illustrator, Photoshop, and InDesign. Ability to multitask using detail-oriented and comprehensive communication skills, particularly focused on print and digital media.

CORE COMPETENCIES

Marketing
Advertising
Graphic Design

Layout Design
Time Management
Exceptional Communication Skills

Customer Focused
Organizational Skills
Print & Digital Media

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

March 2021 – present

- Produce print and digital content for clients using Adobe Creative Suite
- Follow client brand guidelines when creating content
- Make design changes to existing client content as needed

Congregation Beth Shalom

Pittsburgh, PA

Communications and Marketing Specialist

September 2020 – present

- Work with Graphic Design Software (Adobe CS and Canva) every day to create/update logos and brand marketing, design newsletters and print advertising, and modify photography
- Manage marketing content and deadlines by communicating with internal departments and external vendors
- Regularly update website, manage social media content, and email marketing to promote events and general information about the congregation

Ditto

Pittsburgh, PA

Client Delivery Representative

October 2018 – March 2020

- Researched and processed incoming client requests for promotional products, successfully overseeing order process from creating proofs to coordinating delivery of final product with expert estimation and negotiation tactics
- Provided promotional product recommendations to current and potential clients by creating virtual proofs to win their business

Valassis, Inc.

Pittsburgh, PA

Graphics Services Planner

October 2016 – October 2018

- Responsible for seamless execution of direct mail marketing orders within the most profitable product line offered, the Variable Data Postcard (\$70 million in annual revenue)
- Managed 100 client orders from initial inception to release to print vendor
- Served as Graphic Services team subject matter expert overseeing and training current and new associates on various business aspects nationally

Client Program Coordinator

June 2014 – October 2016

- Managed 150 client accounts who advertised using the company's most profitable product, Variable Data Postcard
- Communicated directly with clients daily, providing order confirmation and gathering art direction while coordinating with various internal departments (sales, graphics, manufacturing) to ensure client requirements and company standards were met

PROFESSIONAL EXPERIENCE CONTINUED

- | | |
|---|---------------------------|
| Valassis, Inc. | Pittsburgh, PA |
| <i>Graphics Services Coordinator</i> | December 2006 – June 2014 |
| <ul style="list-style-type: none"> • Prioritized client orders based on deadlines and reviewed artwork to verify specific guidelines were met with vendors | |
|
<i>Graphics Print Assistant</i> | June 2005 – December 2006 |
| <ul style="list-style-type: none"> • Provided administrative support to Graphics Print Department with reports in Microsoft Office using formatted text and graphics | |

VOLUNTEER EXPERIENCE

- | | |
|---|-----------------------|
| Gateway School District | Pittsburgh, PA |
| <i>Parent/Teacher Organization Volunteer</i> | November 2016-Present |
| <ul style="list-style-type: none"> • Chaperone for school field trips; Carnegie Science Center, National Aviary, Pittsburgh Zoo and Natural History Museum • Planned and organized supplemental educational activities for students | |

EDUCATION

- | | |
|--|--------------------|
| Community College of Allegheny County | Pittsburgh, PA |
| <i>Certificate / Digital Design</i> | May 2020 |
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Westminster College | New Wilmington, PA |
| <i>BA / Broadcast Communications</i> | May 1998 |

TECHNICAL SKILLS

- Proficient in: Adobe Creative Suite (PC and Mac OS), Canva
- Proficient in Microsoft Office: Word, Excel, Outlook, Power Point, Google Docs, Constant Contact
- Familiar with: WordPress
- Virtual: Zoom, Skype, Google Hangouts, Slack, GoToMeetings

AWARDS / RECOGNITION

Valassis Platinum Performer – *Winner*
for Agility and Passion on the Variable Data Postcard product

Valassis Associate Feedback Forum – *Liaison to Leadership*
surveyed associates to improve workplace culture and morale