

BRANDON CARDONE

SENIOR GRAPHIC & WEB DESIGNER

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PROFESSIONAL SUMMARY & KEY QUALIFICATIONS

- Progressive and accomplished **Senior Graphic & Web Designer** with over 20 years of successful experience delivering results, and an ever-increasing passion for honing my craft within the design industry.
- Demonstrated ability to establish exceptional collaborative business relationships with senior level executives, officers, management, and internal/external stakeholders, and team members to lead successful design and implementation of visual communication projects, on-time and under budget.
- Pioneer and daily operate a successful freelance design business, helping large and small business owners in their branding and marketing efforts.
- Produce projects from the ground up that are forward thinking, ensuring future flexibility, and a secure, streamlined approach.
- Train and mentor colleagues and clients on the use of content management tools and continue to oversee the daily management of content, updates, and user support.

Graphic Design | Web Design | Project Management | Email Marketing | Remote & Distributed Team Management
Virtual / Remote | Exceptional Written & Verbal Communication | Analytical Problem Solving |

Build Effective Work Relationships | Time Management | Highly Organized | Detail Oriented in Fast Paced Environments
| Search Engine Optimization (SEO) | DNS Management | Video & Image Editing and Production | Photography |
Videography | Email & Website Management | Interactive Animation | Digital Media Design | Social Media Ads |
Marketing | Collaborative | Google Analytics | User Experience | Responsive Design | ADA Compliance

TECHNOLOGY EXPERTISE

Office Software: Microsoft Office (MS) (Word, Excel, PowerPoint, Outlook), Keynote, Mac OS X, Windows

Collaboration Tools: Trello, Dropbox, Join.me, FaceTime, Skype, Google Docs, Google Drive, Adobe Acrobat, Messenger

Design & Production Technologies: Adobe Creative Suite (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver, Adobe Acrobat Pro, Adobe Lightroom, Adobe After Effects, Adobe Premier, Adobe XD, Adobe Muse, Kuler, Flash), Motion Graphic Animation, Content Management Systems (CMS), WordPress, DIVI, Joomla, Cpanel, Javascript, CSS, HTML, HTML5, PHP, MySQL, MAMP, iMovie, Quicktime Pro, GoToMeeting, Handbrake, CyberDuck, FileZilla, Vmware Horizon Client, Constant Contact, MailChimp, KEAP, Fiery Command Workstation, browser inspector tools, Mac Mail, Webex, On24, Live Webinar video production

PROFESSIONAL EXPERIENCE

OWNER / CREATIVE ART DIRECTOR / GRAPHIC & WEB DESIGNER – Remote Position / Virtual Office

Card One Concepts, LLC.

January 1997 - Present

- Manage all aspects of operations and client relations including, graphic and web design, marketing, and hosting services for numerous local, national, and international clients.
- Expert design and development of responsive web design for both custom HTML websites and popular content management systems such as Joomla and Wordpress.
- Provide hosting services for business partners with ongoing maintenance and technical hosting support including, installing and managing Cpanel accounts, necessary applications, registering domains, troubleshooting, and resolving server, database, DNS, and email issues.

- Facilitate and coordinate multiple projects by collaborating with various teams, marketing specialists, designer and vendors, to produce projects on-time, and within budget.
- Design and develop media and marketing materials including, corporate identity, branding, brochures, business cards, logos, annual reports, catalogs, flyers, billboards, signage, websites, web banners, social media marketing ads, and supporting graphics.

SENIOR GRAPHIC & WEB DESIGNER – Remote Position / Virtual Office

Amy J. Stoddard Marketing & Design, LLC.

January 2001 - Present

- Provide remote sub-contracted white label graphic and web design services, hosting services, and technical support for a variety of projects, clients, and team members.
- Manage, design, develop, consult, and collaborate design projects. These include responsive custom HTML and CMS informational and e-commerce websites, HTML email marketing and design, corporate identity, branding logos, magazines, brochures, flyers, books, CD booklets, posters, billboards, video and image editing, motion graphics, animation, trade show displays and marketing materials, social media marketing, and numerous additional creative projects.

SENIOR GRAPHIC DESIGNER

Security Mutual Life Insurance Company of New York

June 2005 - Present

- Remotely coordinate, produce, and assist in the production of all print and electronic media for internal and external marketing and corporate communication.
- Facilitate all day-to-day responsibilities for the corporate communications department including, brochures, flyers, postcards, posters, annual reports, hand crafted invitations, event programs and guides, product packaging and labels, public and internal websites and portals, email marketing campaigns, corporate and consumer marketing, multi-media and presentations, social media support, podcast and blog syndication, brand identity, logo design, video and image editing, videography, and photography.
- Project Management, mentoring, training and technical support with other department team members and company stake holders on various software platforms and department workflows. E.g.: Research, deployment and management of our internal and external email communications software Direct Mail. Online html email services, notably, Constant Contact and Direct Mail. Department collaboration resources including Trello, Sharepoint and Adobe Creative Cloud Collaboration tools. As well as, syndication and publication of the company podcast on the company's public website and with various podcast media providers and podcast hosting services.
- Assist with executive and department officers for public facing and internal employee communications, namely video and webinar production, press conference promotional materials, quarterly employee company meetings and photography and videography support.