



VERONICA DECKER

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TECHNICAL AND DESIGN PROFICIENCY

- Adobe Creative Suite
- Microsoft PowerPoint
- HTML, CSS, PHP
- Figma
- Logo/identity Design
- Advertisement Design
- Packaging Design
- Digital Illustration

EXPERIENCE

Pike County Dispatch

Design and Production Manager, September 2019 - current

Duties included but not limited to: newspaper design and layout, designing print and web ads for various clients, creating graphics for web and social media, e-mail and phone correspondence with various clients and customers, creation of contracts and forms. Coordination with printing companies and sales team members, formatting and editing of press releases and copy, photo editing, and clerical and secretarial tasks such as answering phones, taking messages, and the filing and organization of work orders, press releases, and run sheets.

Freelance Graphic/Web Designer and Illustrator, 2014 - current

Worked to create new business identity, website design, advertisements, and other promotional products for Tri-State Flagpole & Gifts in Sussex, NJ and Sammy & Grammy's Gifts in Sussex, NJ. Created flyers and forms for the Heart of Matamoras in Matamoras, PA and Frankford Township PTA in Frankford, NJ.

Developed business identity, advertisements, and a website for HiLites Hair & Nail Salon in Sussex, NJ. Created coupon book for Joseph Vance in Frankford, NJ. Completed illustration work for various clients via web sources such as DeviantArt.

Sussex County Chamber of Commerce

Marketing and Communications Coordinator, May 2013 - October 2014

Duties included but not limited to: creating graphics for web and social media, various print communications, identities for events and affiliated committees, e-mail blasts, Powerpoint presentations, and all contracts and forms. Coordinated with printers and submitted RFPs, wrote press releases, ad copy, and magazine articles, and assisted with the organizing and running of events.

Freelance Graphic/Web Designer, 2008 - 2013

Created event tickets, schedules, and advertisements for the Sussex County Community College Foundations Office in Newton, NJ. Also created virtual campus map website. Created wedding invitations and RSVP cards for Olivia and Steve Folkers.

Created advertisements for various Frankford Township PTA and Rolling Hills SCA events in Frankford, NJ and Vernon, NJ. Constructed website for Zeuxis, an Association of Still Life Painters, based in New York City, NY. Created two websites for the A-Team Advertising Agency in New York City, NY.

EDUCATION

Associate of Applied Sciences, Graphic Design - 2011

Sussex County Community College - Newton, NJ

Commercial Arts Program, 2004 - 2008

Sussex County Technical School - Sparta, NJ