

MYA CAPPELLINO

MARKETING & GRAPHIC DESIGN

Results oriented marketing professional with 3+ years of proven creative leadership, interpersonal skills, and project management experience. Highly skilled in email marketing, graphic design, web design, organic and paid media, video production, and photography.

PROFESSIONAL EXPERIENCE

Marketing Associate

The Pinnacle Companies | Sept 2021 - Present

- Lead in the design, development, strategy, and implementation of the graphic layout and production of email, web, and social channels
- Continuously evolve the style of content and photography
- Photography for interior design, furniture store, vacation rental, businesses
- Create blog posts to effectively drive sales and business to Colorado
- Manage five social/email marketing accounts with creative, copy, and execution
- Generate ideas to create sales in the interior design, vacation rental, property management, and construction space through conceptual brainstorming and collaboration
- Develop email marketing calendar based on analytics

Graphic Design Consultant

Holderness & Bourne | March 2022 - Present

- Conceptualize, create, and develop email marketing campaigns for company's e-commerce business using Klayvio
- Strategize and implement ideas for sales collateral
- Meticulously develop brand's seasonal sales catalog for 1300 accounts and for utilization at industry shows
- Generate web content for both front and back end usage with Shopify software

Marketing Manager

Donald Ross Sportswear | August 2019 - March 2022

- Strategize and develop company's e-commerce site for both B2B and B2C
- Create all sales collateral for B2B sales
- Meticulously develop brand's seasonal sales catalog for 1000 accounts and for utilization at industry shows
- Generate web content for both front and back end usage with WordPress software
- Develop all email conceptualization and generation from start to finish
- Design all paid and organic social media content
- In-house and on-site photo shoot planning and organization
- Photographer for in-house/on-site photo shoots
- Liaison to brand ambassador, tour player and media development

HIGHLIGHTS

Adobe CC
Email marketing
Graphic design
Web design
CMS programs
Photography & editing
Microsoft programs
Video editing
Willingness to learn
Highly motivated
Inspired
Conceptual & creative thinker
Strong attention to detail
Collaboration
Organization
Effective communication



Breckenridge, Colorado



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EDUCATION

St. Bonaventure University

St. Bonaventure, NY. | 2015 - 2019
B.A. Journalism & Mass Communication
B.A. Strategic Communication

Oxford University, Trinity

Oxford, UK
Summer 2017
Francis E. Kelley Program