

# 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



themyaagency.com



@myacapps



myacappellino@gmail.com

### 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