

# TIFFANY MARRELLO

[www.tiffanymarrello.com](http://www.tiffanymarrello.com)

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Bergen County, NJ

## EDUCATION

The Pennsylvania State University  
Class of 2017  
Bachelor of Graphic Design

## PROFICIENCY/ SOFTWARE

Digital Marketing/ Design  
Print Design  
Social Media  
Typography  
User Experience  
User Interface  
Web Design  
Package Design  
Retouching  
Video Editing  
DSLR Photography  
Branding  
  
Adobe Illustrator, InDesign,  
Photoshop, After Effects,  
Sketch, Zeplin, Mail Chimp,  
Premiere & Lightroom  
Microsoft Office/ Keynote

## HONORS

Graphis New Talent 2017  
Silver Award | Fashion Magazine Cover

## EXPERIENCE

### AWAY Travel | NYC

Email Designer | Aug. 2018 - Present

Responsible for strategic development and execution of email designs in order to meet company retention goals. Design to segmentation strategies and develop IMC shot lists for creative and production team in order to effectively meet key stake holder messaging needs across brand.

### E.L.F. Cosmetics | NYC

Full Time Freelance Digital Designer | Aug. 2017 - Aug. 2018

Worked alongside creative team to design digital assets for E.L.F.'s marketing initiative including creation of e-commerce emails, media banners, homepage visuals, video editing and social media.

### DL 1961 Premium Denim | NYC

Graphic Design Intern | May - Aug. 2016

Worked alongside the creative team to assist with the creation of print and digital assets for the DL1961 Premium Denim label. Tasks included: Seasonal lookbook, merchandising, social media content creation, e-commerce emails, and media banners.

### TOWN Residential | NYC

Graphic Design Intern | May - Aug. 2015

Worked alongside the creative team to assist with branding collateral for TOWN's 2015 rebrand, created mock ads for New York Times & Real Deal NYC Mag, designed Manhattan/ Brooklyn Neighborhood Guides showcasing neighborhood hotspots for potential buyers.