

# Vanessa Gennarelli

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Creative individual with extensive experience in production, marketing, print, and digital design. Quick learner who works well independently but also thrives in team environments and the collaboration it offers. Passionate about start to finish projects that provide techniques I can apply to subsequent responsibilities.

## Work Experience

### ***SS&C Technologies New York, NY***

*Graphic Production Supervisor, April 2017 – Present*

- Oversee and train a team of 8 associates while supporting management with 40 reports & 180 marketing materials each quarter
- Design and produce marketing materials such as financial factsheets and brochures
- Format and typeset yearly fund documents using InDesign and Confluence
- Collaborate with external clients to provide clean and concise layouts that portray both content and data in an easy-to-follow manner
- Provide web support by performing website audits, uploading documents, and implementing data changes using a CMS tool

### ***Bite Squad Minneapolis, MN***

*Graphic Designer & Marketing Support, July 2015 – April 2017*

- Worked directly with developers to implement changes to the website along with designing the opening pages of the Bite Squad App
- Built mockups of landing pages and designed online banners for desktop and mobile devices
- Produced a variety of direct mail pieces using different layouts of images and typography
- Engaged with 20 market managers on projects ranging from updating logos on the website to placing print orders for coupons and display pieces
- Organized and directed a photoshoot for the website; coordinated with the drivers' and office employees' schedules while utilizing minimal resources and a short time frame

### ***Center for Transportation Studies Minneapolis, MN***

*Graphic Design Assistant, March 2013 – June 2015*

- Designed and prepared documents for print such as brochures, programs, and quarterly newsletters
- Effectively lead projects from start to finish
- Received copy for an online journal and designed a professional layout using InDesign
- Acted as the main point of contact for multiple co-workers on a variety of projects

## Skills

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|---------------------|--------------------|---------------------|
| ▪ Adobe InDesign    | ▪ Adobe Photoshop  | ▪ Time management   |
| ▪ Adobe Illustrator | ▪ Microsoft Office | ▪ Critical thinking |

## University of Minnesota, Twin Cities

*Bachelor of Fine Arts, Graphic Design*