



XAVIER POLO

2233 BAKER AVE
ORLANDO FL 32833

EDUCATION

Rutgers University

New Brunswick, NJ
Bachelor of Arts, May 2019

MAJOR Communications Specialization
in Public Relations
MINOR Sociology
Digital Communication in Media

Academy of Art University

San Francisco, CA
Master of Arts, May 2022

MAJOR Digital Media & Graphic Design

HONORS

Dean's List

Rutgers University
Academy of Art University

Public Relations Student Society of America (PRSSA)

Member since 2018

SKILLS

Computer

Adobe Creative Cloud, Photoshop, InDesign, XD, Illustrator, Acrobat, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Social Media, Later Media, HootSuite, Facebook Ads Manager/META, Google AdWords ActiveCampaign, MailChimp, Oracle Responsys, Salesforce, Oracle NetSuite, WordPress, Wix, GIF Animation, Canva

Client Experience

Tradeshow/NYS Conference - NJ - Feb 2018

Tabletop Show - NYC - Oct 2019

BTL Aesthetics Conference - FL - Dec 2021

BTL Aesthetics Conference - FL - April 2022

BTL Aesthetics Conference - FL - June 2022

Language

English, Basic knowledge of Spanish

AN **EAGER, RELIABLE, AND PROACTIVE** GRAPHIC DESIGNER WHO RESIDES IN THE SUNSHINE STATE. WITH EXPERIENCE IN THE **PERFORMING ARTS** AND DIGITAL **MARKETING WORLD**, I OBTAIN A **UNIQUE PERSPECTIVE** WHEN IT COMES TO **DESIGN. LESS IS MORE.**

SPARK MEDICAL MARKETING | 2021 to Present

CREATIVE DIGITAL SOLUTIONS MANAGER

Produce all concepts and designs for all campaign content needs as well as printed materials. Construct mockups to web team for website updates and new ideas. Work directly with VP of Digital Solutions to ensure all graphic needs are met in a timely manner. Oversee SparkReplay service, a video looping program offered to display in client's waiting rooms to promote and inform patients of new treatments. Manage Local SEO service to ensure clients are reaching high Google rankings and optimal search results.

DIGITAL MARKETING COORDINATOR

Provide product demonstrations to potential clients to increase product sales. Create, implement and execute graphic design materials i.e. print design, web design and email design. Provide professional after-sales support to ensure customer satisfaction and increase customer retention. Oversee and create looping video content for SparkReplay service, a video looping program offered to display in their waiting room for patients to watch and enjoy. Oversee and generate new traffic to website and businesses through the Local SEO service, a keyword optimization service provided to generate new foot traffic through their doors.

DENBY USA LIMITED | 2019 to 2021

DIGITAL MARKETING ASSISTANT

Assist Digital Marketing Manager in all marketing initiatives, strategies and digital sales across all channels i.e. Promotional Calendars, Media Content Calendars and Print Design materials.

NYS COLLECTIONS | 2017 to 2019

DOUGH LIFE - MARKETING COORDINATOR AND EVENT PLANNER

Implement and execute marketing strategies to elevate the brand via social media, paid social media ads, print marketing and event planning for grand openings of each new location.

NYS COLLECTION EYEWEAR - MARKETING AND PR MANAGER

Oversee and direct a team of designers and marketers to increase website traffic, elevate the brand, and improve overall sales performance. Working directly with the graphic designers, I was able to learn and adopt new skills in creating print and web designs.