

DANIELLE PINCUS

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QUALIFICATIONS PROFILE

Highly creative and detail-oriented professional, with extensive experience in visual design and communication encompassing branding, advertisements, publicity materials, and layouts. Utilizes industry-standard design software to develop innovative concepts and deliver high-quality designs across various platforms. Skilled at collaborating with clients to understand their objectives and translating them into effective visual solutions.

SKILLS / TOOLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro) | Canva | Maya | Branding & Layout Design
Marketing Collateral | Digital & Print Media | Video Editing | Prepress & Production

PROFESSIONAL EXPERIENCE

The Franklin Group Marketing Agency

March 2025-Present

Graphic Designer

- Creating various promotional presentation designs for businesses in the assisted living and manufacturing industries including marketing materials using Indesign, starting from design conception to print ready files for brochures, flyers, forms, business cards, and posters.
- Communicating with team-mates to design multiple imprints (print file) and mockups with Adobe Photoshop Illustrator for apparel wear and other promotional marketing materials such as pens, name badges, water bottles, etc.

Danielle Pincus Design

March 2025-Present

Freelance Graphic Design

- Creating brand identities and marketing materials for startups, small businesses, and nonprofits.
- Collaborating with both one-time-basis and regular clients from various online platforms such as Etsy, Fiverr, and Upwork, as well as clients acquired directly from my website, daniellepincusportfolio.com.
- Notable Clients:
 - o **Bonjour Marketing** – Full catalog layout and photo-manipulation, created from start to print ready.
 - o **Qahwah House** – Multiple projects of printed marketing material, interior art/signs, menus, large format signs & posters. Digital marketing material, video editing for in store tv.
 - o **Mars Pro Painting** – Supported printed materials such as door hangers, brochures, and flyers.
 - o **Terra Origin** – Multiple projects, printed marketing material for products.
 - o **Northumbrian Tartan Bouldering Gym** – Created supporting materials following brand guidelines.
 - o **Fish Tank Marketing** – Created multiple printed assets for the University of Alabama Bid Day.

Turtle Printing

July 2024 – March 2025

Graphic Designr

- Designed various printed marketing materials for variety of companies across several industries including pest control, creating full brand development and digital assets.
- Created promotional materials such as flyers that attracts individuals to our clients' fundraisers improving event turnout.

Burts Mobile

February 2024 – May 2024

Graphic Designr

- Coordinated with web designer to develop graphics for a website from scratch.
- Produced a pitch deck advertisement targeting both consumers and investors.
- Produced graphics for email marketing campaigns and social media following the brand guidelines.

Adnil Properties	August 2022 – December 2024
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Graphic Designer

- Designed and produced promotional advertisements, including visual and written content, in support of the real estate company's needs.
- Oversaw the designs for 12 properties, providing creative insights to improve visual and aesthetic appeal.
- Applied knowledge of real estate market trends to design marketing materials tailored to industry standards.

Cris Ray Printing	November 2022 – July 2023
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Prepress Artist

- Reviewed and proofed art files provided by clients, comparing and finalizing details before press.
- Utilized Adobe Illustrator to arrange and prepare art files for printing, including altering Pantone colors, creating die lines, adding Std white layers, and applying clipping masks.
- Designed labels, stickers, pouches, and boxes as well as performed replication of designs for clients without digital files.

BestLogic Staffing	January 2022 – March 2022
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Graphic Designer Intern

- Edited YouTube videos including thumbnails, lower-third templates, and animations.
- Generated graphical designs for social media posts, website layouts, and promotional templates that boost ed engagement on social media platforms.
- Participated in weekly team meetings to brainstorm ideas and receive feedback on tasks, which would be implemented later.
- Maximized the use of Adobe Photoshop, Illustrator, and InDesign to create fresh graphics.

Ironhold Capital	May 2020 – November 2020
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Graphic Designer Intern Manager

- Improved multiple advertising campaigns by editing, formatting, and developing layouts for various types of documents, such as pitch decks, to attract potential investors.
- Managed the organization of documents, screened resumes to select suitable interns, and scheduled ap pointments with external prospects on behalf of our CEO.
- Supervised four graphic design interns within a four-month training timeframe.
- Edited intro videos for intern recruitment, which included managing timing, adding transitions, and assisting with the sharing of videos on multiple social media platforms.

ADDITIONAL EXPERIENCE

New York Film Academy	June 2022 – August 2022
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Teaching Assistant (3D Animation & Visual Effects)

- Instructed students ages 9-17 in applying animation skills and techniques, leading animation-focused activities in both youth and teen programs.
- Supported students in developing animation and 3D modeling skills using Maya.
- Provided individualized and small-group instruction to strengthen comprehension and technical skills.

EDUCATION

New York Film Academy, New York, NY– 3D Animation and Visual Effects Conservatory Program	December 2021
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SUNY Oneonta, Oneonta, NY – Bachelor of Science in Computer Art	May 2020
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