

Education

SUNY Cobleskill

2016-2018

Bachelor of Science in
Graphic Design Technology
minor in Print & Web

Johnson & Wales University

2014-2016

Graphic Design &
Digital Media Program

Technical Proficiencies

Adobe Creative Suite

G-Suite & Microsoft Office

Photography

- DSLR/Mirrorless/Film
- Lightroom editing
- Color Grading
- DaVinci Resolve

Web Design Tools

- Canva
- Infogram
- Ceros

Web Development

- HTML
- CSS

Mac & PC OS

McKinsey Strategy Business Marketing Program

Knowledge/Understanding in:

- Art Direction
- Advertising
- Copywriting
- Marketing
- Prototyping
- Videography
- Video editing

Experience

Sr. Specialist, Marketing

Marketing Graphic Designer (Previous)

Nielsen | September 2018 - Present

Began my career with Nielsen in September of 2018 as a Marketing Graphic Designer and was promoted to Senior Specialist in Marketing in 2021.

Along with regular day-to-day responsibilities, I quickly evolved into a more unsupervised leadership role, managing projects from start to finish and giving artistic direction to our production company in the Philippines. My daily responsibilities often included:

- Leading and working with stakeholders to complete projects.
- Helped in the process of rebranding Nielsen globally. This included implementing a new logo, a new design system, adhering to new brand guidelines, teaching others how to use the new brand, and updating sales materials.
- Work with product marketing to create and update sales materials, such as product and presentation decks, sell sheets, data visualization, and battle cards for the sales teams.
- Connect with various national and international teams to create email campaigns that span across the sports, entertainment, automotive, and music industries.
- Provide data visualization and graphic support to all teams across the whole organization, including confidential decks and reports for our executive teams.
- Create the key visuals for various Tier 1 campaigns, reports, insight articles, and experiences included on the Nielsen website.
- Add and maintain web pages to align with new product offerings or new features.
- Develop presentations and graphics for different national and international events and assist in creating booth graphics, along with social graphics and email assets; events including CES, World Cup, Olympics, IBC, Cannes, and internal events such as the bi-annual National Client Meetings.
- Work with other companies in partnership with Nielsen to supply design needs and data visualizations.
- Sourcing imagery through Getty Images and other stock image sites to align with complex themes and visual or photographic requests by stakeholders.

Achievements

Epsilon Pi Tau Inductee
SUNY Cobleskill

Experience cont.

Freelance Creative

Justin Galusha | 2014 - Present

Freelance designer and photographer for a range of different clients across different industries including: Real estate, musical artists, photographers, and small business owners. They include:

- **Nick McNulty**, *Real Estate Agent*
- **LivWell CBD LLC.**
- **Wyatt Coleman**, *Blue Palms Ent.*

Design Intern

LIFT Marketing | Summer 2017

I secured an internship with a marketing agency, where I worked under the Creative Director to create deliverables for local and national clients. This included:

- Working on mailings for Stokers Brand Tobacco and a local amusement park that was in the process of being built.
- I had the opportunity to update their company swag, which introduced working with outside printers and vendors.

Freelance Designer

LivWell LLC. | Fall 2017

I had the opportunity to work with a CBD company to create a label for one of their CBD products. I worked directly with the owner and with the vendors creating the labels.

Freelance Designer

Wyatt Coleman of Blue Palms Entertainment | 2015 - 2017

I had the pleasure of working with Wyatt to create song artwork and marketing materials, like social media graphics to boost his recognition and overall brand awareness.