

LORRAINE FEDOR

Chester, NY | lorrainefedor@gmail.com | foxbane.com

Dynamic and creative graphic designer with 20+ years of experience translating client visions into engaging visual content. Excellent communication and interpersonal skills with a strong customer service background and ability to empathize with customers' concerns and needs.

Relevant Skills:

- Proficient in Adobe Creative Suite.
- Strong understanding of design principles, typography, color theory, and layout techniques.
- Adaptability and willingness to incorporate feedback and make revisions as required.
- Proficient in time management and organizational skills.
- Ability to work independently as well as collaboratively in a team environment.
- Strong analytical and problem-solving skills.
- Ability to derive actionable insights from intricate data.

Experience

Visitor Relations Call Clerk | May 2023 – December 2023 Storm King Art Center, New Windsor, NY

- Employed strong communication and multitasking ability to handle inquiries, facilitate ticket sales, and support on-site operations.
- Coordinated visitor feedback for Website Reassessment Project, enhancing visitor experience and website functionality.

Marketing Coordinator & Graphic Designer | July 2016 – August 2020 Summit Health Management, New Providence, NJ

- Designed print and digital media, ensuring brand consistency.
- Managed multiple projects and adhered to tight deadlines, coordinating project fulfillment and team collaboration.
- Solicited and incorporated client feedback for project success.
- Collaborated with clients and vendors for project alignment.
- Assisted in planning marketing campaigns and events.

Sales & Marketing Analyst | April 2015 – June 2016 Beacon Trust Company, Morristown, NJ

- Provided troubleshooting support for client and employee concerns.
- Spearheaded CRM and paperless client-file integration for improved efficiency, successfully completing in advance of the 12-month target.
- Maintained brand consistency across all touchpoints.

Executive Assistant, Marketing Administrator & Receptionist | January 2005– June 2015 The MDE Group, Inc., Morristown, NJ

- Coordinated travel and managed complex calendars for CEO, Senior Advisors, and Sales Team.
- Oversaw office operations and reduced expenses.
- Maintained strong relationships with clients and vendors.
- Designed marketing materials for print and digital platforms and maintained brand standards.
- Developed comprehensive training materials for staff development and implemented paperless strategies for improved data management.
- Conducted market research to inform sales strategies.
- Managed projects and coordinated events efficiently.

Education

- **Bachelor of Arts – Fine Arts, Sculpture**, Rhode Island School of Design, Providence, RI June 1999
- **Web Design and Business Programming**, Chubb Institute of Technology, Parsippany, NJ June 2003