

Lorraine Fedor

MORRISTOWN, NJ | 973-813-7255 | LoriFedor@gmail.com | www.foxbane.com

PERSONAL SUMMARY

Multi-faceted and self-motivated creative professional with over 10-years' experience implementing design solutions that enhanced marketing strategies. Uniquely diversified skillsets covering visual and technical skill, client relations, administration, and marketing analytics. Excellent communicator and collaborative team member.

ACADEMIC QUALIFICATIONS

Rhode Island School of Design, May 1999

Bachelor of Fine Arts

Chubb Institute of Technology, June 2003

Web Design and Business Programming

CERTIFICATIONS

Notary Public in the State of New Jersey since 2013

KEY SKILLS & COMPETENCIES

- Client relationship building and troubleshooting issues
- Developing strategies and managing projects to promote initiatives across multiple departments
- Performing duties with decisiveness and accuracy
- Experience developing marketing plans for new business products and programs
- Generating marketing reports through Google Analytics and Salesforce
- Proficient in web design and website management utilizing Wordpress and Salesforce
- Organized and calm under pressure in a fast-paced business environment
- Experience with UI/UX design best practices for mobile and web-based platforms
- Over 10-years of graphic design experience, producing print collateral for sales & marketing, utilizing Adobe Creative Suite
- Over 6-years of experience of email campaign handling and list management
- Education in conceptual and sculptural design
- Self-motivated problem-solver and trouble-shooter
- Trusted with confidential material and processing of invoices and receivables
- Strong communicator and collaborative team member

CAREER HISTORY

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CONTRACT & FREELANCE ANALYST

August 2016 – Current

Ajilon Staffing Marketing Specialist at Summit Health Management, coordinating the print marketing projects and communications. Freelance Virtual Sales Analyst for USRE, Inc., a reinsurance brokerage firm in Pearl River, New York; providing data analysis and graphic elements for client reports and presentation materials.

Beacon Trust Company, Morristown, NJ

SALES & MARKETING ANALYST

April 2015– June 2016

Maintained Salesforce (CRM) system, website, and handled the email campaigns and list management. Designed event invitations, brochures, and interactive email communications. Managed and maintained client satisfaction by providing administrative support and lead the troubleshooting of client issues. Received the *Recognizing Outstanding Commitment* (ROC) Award based on contributions made in the merger of MDE Group with Beacon Trust.

The MDE Group, Inc., Morristown, NJ

EXECUTIVE ASSISTANT TO THE PRESIDENT AND CEO

January 2005 – April 2015

Provided administrative support to the CEO of a financial firm that offered advisory and tax services to high-wealth clients. Directly communicated with clients, fostering a relationship of trust and dependability. Designed and oversaw production of marketing materials which included print advertisements, presentations, event announcements, annual reports and managed email campaigns; utilizing design solutions that enhanced marketing strategies.

Myhelan Cultural Arts Center, Long Valley, NJ

PROJECT ASSISTANT & VOLUNTEER

August 2000 – June 2007

A non-profit community center with a mission to use the arts as a tool to build cultural understanding by use of gallery exhibits, concerts, classes, providing curriculum to local schools, and an award-winning international film festival. As project assistant, I redesigned the membership database to enhance communication and marketing initiatives, coordinated volunteers, assisted with the gallery exhibits and designed cultural education curriculum exhibits.