Christina Ives

Marketing & Graphic Design

Glenolden, Pa
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My portfolio

Skills

- Graphic Design
- Promotional Materials
- Adobe Creative Suite
- Microsoft Office
- Canva
- Wix
- Digital Marketing
- Social Media Content Creation
- Marketing Communications

Professional Summary

Creative, results-oriented marketing professional with a BFA in Graphic Design and hands-on experience in digital marketing, social media content, branding, website management, and promotional design. Skilled at creating visually compelling content and campaigns that strengthen brand identity, increase online visibility, and drive customer engagement; proficient in Adobe Creative Suite and Canva. Collaborative communicator who partners with clients and teams to translate business goals into effective marketing solutions.

Employment History

Lash Specialist, The Lash Lounge, Glen Mills, Pa

May 2025 — Present

- Build strong client relationships by providing personalized service and creating a positive customer experience.
- Educate clients on products and services based on their individual needs and preferences.
- Promote services and products while supporting customer retention and loyalty.
- Represent the brand professionally and contribute to a welcoming client experience.
- Manage multiple client appointments while maintaining strong organization, communication, and attention to detail.

Graphic Designer & Marketing Assistant , Lena's Cleaning Service, Philadelphia,Pa

Mar 2025 — Present

- Manage and maintain the company's website to strengthen its online presence and attract potential customers.
- Produce branded promotional materials and digital graphics that support customer acquisition and business growth.
- Develop social media content to promote services, increase brand awareness, and engage potential customers.
- Create marketing content tailored to the company's brand identity, target audience, and business objectives.
- Collaborate with stakeholders to develop creative marketing concepts and promotional strategies.

- Ensure consistent branding across the company's website, social media platforms, and promotional materials.

Shift Lead , VCA Animal Hospital and Boarding, Newtown Square, Pa

Apr 2024 — Mar 2025

- Lead daily operations and communicate responsibilities and expectations to team members.
- Train and support employees while maintaining high customer service standards.
- Communicate directly with customers to address questions, concerns, and service needs.
- Manage multiple priorities in a fast-paced environment while maintaining organization and attention to detail.

Logo Design Volunteer , The Arc Community Advocates

Apr 2025 — May 2025

- Created a logo for an inclusion-focused conference.
- Developed visual concepts aligned with the organization's mission and audience.
- Collaborated with stakeholders to refine creative direction.

Freelance Graphic Designer , Karen Warner Schuler

Apr 2024 — Dec 2024

- Designed promotional materials and a website for an online course.
- Created a logo for an inclusion conference, supporting event branding and communications.
- Translated client requirements into visually engaging marketing materials.
- Used Canva and other design tools to develop consistent digital content.

Graphic Design Production, Paramount Signs

Mar 2023 — Jun 2023

- Created promotional graphics for client signage, vinyl graphics, outdoor banners, pathways, wall graphics, and other marketing materials.
- Developed designs that supported client branding and promotional objectives.
- Collaborated with production teams to ensure accuracy and alignment with client specifications.
- Prepared and reviewed designs from concept through final production.
- Maintained consistent quality and visual standards across marketing materials.

Graphic Design Intern , Ayana Therapy

Jun 2021 — Aug 2021

- Created promotional materials and branded graphics to increase brand visibility and attract potential customers.
- Supported rebranding efforts by developing logos, visual identity elements, and marketing collateral.
- Collaborated with the marketing team to brainstorm and refine concepts for promotional campaigns.

- Developed social media and digital content consistent with the company's brand messaging.
- Contributed creative ideas during marketing strategy and brainstorming sessions.
- Managed multiple creative projects while meeting deadlines and maintaining brand consistency.

Education

Bachelor of fine Arts- Graphic Design, Moore College of Art & Design, Philadelphia,pa

Aug 2020 — May 2022

Delaware County Community College

Apr 2015 — May 2020