

# My name is Marc-Anthony.

GRAPHIC DESIGNER

I design things that connect brands with people.

I am originally from Port-au-Prince, Haiti, now developing in South Florida. Over the passed decade, I have focused on crafting compelling corporate identities. My objective is to provide efficient solutions for clients' visual communication needs across various platforms and media by leveraging experience, diverse graphic and web technologies.

## Experience

2019 – CURRENT

### Denison Yachting / Fort Lauderdale, FL

LEAD GRAPHIC DESIGNER

My responsibilities are centered around developing and implementing large-scale design projects. The projects and functions included are:

- Studying trends and continuously implement new website functions that improve user experience through design
- Conceptualizing, designing and producing trade show assets
- Designing and printing of branding and marketing collaterals
- Assisting in trade show media coverage
- Develop internal file management system

### Sunset Yachts / Miami, FL

MARKETING DIRECTOR

I assisted in a complete brand revamp which resulted in an increased brand awarness, booking increase and client retention. The functions were as followed:

- Design and manage a new website
- Plan, design, and execute social media marketing campaigns
- Assist in SOP development and implementation
- Media coverage (Photography and video content development)

### Soul Harvesters Outreach Ministry / Charleston, SC

WEBSITE DESIGNER

I assisted in the redesigning and relaunching of their new website with the goal of better positioning the organization in the community

- Performed server migration
- Set up full WordPress backend
- Designed and implemented new website layout

2022-2023

2023-2024

CONTACT

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EDUCATION

2015  
Degree of Science in Graphic Design  
The Art Institute of Fort Lauderdale

SKILLS

- Ideation
- Organization
- Problem Solving
- Collaboration

LANGUAGES

Creole  
●●●●●●●●●●

French  
●●●●●●●●●●

English  
●●●●●●●●●●

Spanish  
●●●●●●●○○○

# Experience Continued

2017-2019

## Creative Propulsion Labs / Miami, FL — Mexico City

GRAPHIC DESIGNER — CLIENT RELATIONS

While I started as a graphic designer, my most important role was assisting in expanding and managing the agency's marketing team. Other functions included:

- Packaging design.
- Magazine and advertising design
- Various large-scale print projects
- Client account management

2015-2017

## Eran Industrial / Boca Raton, FL + Ningbo, China

SENIOR DESIGNER / MARKETING MANAGER

My most important role was to assist in the installement of a complete marketing department in China that worked closely with engineering and sales deparmtents. Other functions included:

- Develop and implement marketing team SOP
- New product development (branding, packaging, photography)
- Digital marketing development and implementation
- Marketing print collaterals (Product catalog, Tradeshow booths, Presentations)

2017

## Ningbo Sinppa Tools Ltd. Ningbo, China

GRAPHIC DESIGNER (FREELANCE)

The job consisted of the conceptualization and development of product packaging including product photography, as well as assisting in the design and development of one of their e-commerce website.

2014

## KottonZoo, Miami FL

GRAPHIC DESIGNER / ILLUSTRATOR (FREELANCE)

I was involved in various illustration projects for concerts, promotional items, and merchandise.

## TECHNICAL SKILLS

- Illustration/Drawing
- Portrait or Product Photography
- Photo Editing
- Layout
- Website Design
- UI/UX
- Design for Print
- Branding

# References

## MARC ANDY JOSEPH

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