

CHARLES WERNER

GRAPHIC & WEB DESIGNER, DIGITAL CREATOR

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EDUCATION

NEW YORK INSTITUTE OF TECHNOLOGY 2014-2018
B.F.A. IN GRAPHIC DESIGN
SHOREHAM-WADING RIVER HIGH SCHOOL 2010-2014
ADVANCED REGENTS DIPLOMA WITH
HONORS IN MATHEMATICS

ACHIEVEMENTS

GRAPHIC DESIGN BFA 2018
FACULTY AWARD & DIGITAL ART
DESIGN DEPARTMENT 2018
CHAIRPERSON BFA AWARD
GRAPHIC DESIGN USA'S AMERICAN 2017
GRAPHIC DESIGN AWARD IN BRANDING

SKILLS

ADOBE CREATIVE CLOUD - PHOTOSHOP,
ILLUSTRATOR, INDESIGN, LIGHTROOM,
AFTER EFFECTS, PREMIERE, EXPRESS

GOOGLE SUITE - DOCS, SHEETS, SLIDES,
TEAMS, YOUTUBE

MAC OS & MICROSOFT OS

MICROSOFT - WORD, POWERPOINT, EXCEL

WORDPRESS - BACKEND DEVELOPMENT,
THEME EDITOR, PLUGINS, BLOG, FORMS,
POPUPS, MAINTENANCE

AI - ADOBE FIREFLY, CHAT GPT

MARKETING EXPERIENCE

PERSONAL/CORPORATE

- WEBSITES: WEBSITE DESIGN & MAINTENANCE
- BRANDING: BRAND GUIDE, BRAND DESIGN
- GRAPHICS: DIGITALS, BANNERS, POSTERS, FLYERS, GIVEAWAY/EVENT ITEMS, LOGOS, PRESENTATIONS DIGITAL & VIDEO, MENUS, DESIGN TEMPLATES
- PROMOTIONS: SALES, DESIGNS, CAMPAIGNS

SOCIAL MEDIA MARKETING:

- FACEBOOK, INSTAGRAM, TIKTOK, LINKEDIN, X
- SOCIAL MEDIA BRAND GUIDES & POST TEMPLATES
- CONTENT CALENDARS, TEXT MESSAGE OUTREACH
- PAID ADS, INFLUENCER OUTREACH

WORK EXPERIENCE

MARKETING DIRECTOR 2025
JMLI GLOBAL, MASTIC, NY
*TIPI CAFE, SMOKERS DEPOT, EZBUD,
POOSPATUCK TAHC, GREENHOUSE*

- MARKETING OUTREACH
- BRAND GUIDE CREATION
- SOCIAL MEDIA ACCOUNT CREATION, MAINTENANCE & CAMPAIGNS
- WEBSITE UPDATES & MAINTENANCE
- PRODUCT LABEL DESIGN
- TEXT MESSAGE PROMOTIONAL OUTREACH
- MONTHLY CONTENT/EVENT CALENDAR
- PROMOTIONAL TV & SIGNAGE DESIGN
- MENUS, BROCHURES, BUSINESS CARDS, COUPONS, FLYERS, BANNERS

SOCIAL MEDIA CONTENT COORDINATOR 2022-2024
SUFFOLK OTB, HAUPPAUGE, NY +
JAKE'S 58 CASINO HOTEL, ISLANDIA, NY

- CROSS PLATFORM SOCIAL MEDIA ACCOUNT CREATION & MAINTENANCE
- SOCIAL MEDIA BRAND GUIDE & CONTENT CALENDAR CREATION
- WEBSITE UPDATES, WEB PAGE CREATION
- CREATED MENUS, POSTERS, SIGNAGE, POSTCARDS, MURAL DESIGN, DIGITALS

DIGITAL MARKETING MANAGER 2019-2022
LONG ISLAND ORTHOTICS & PROSTHETICS

- SOCIAL MEDIA ACCOUNT CREATION & MAINTENANCE - ACROSS ALL PLATFORMS
- WORDPRESS WEBSITE DESIGN & WEB MAINTNENCE
- CREATED BROCHURES, APPAREL, HANDOUTS, BUSINESS CARDS & GIVEAWAYS

GRAPHIC DESIGNER | WEB DESIGNER 2017-2019
SOCIAL MEDIA CREATOR
MOKA GRAPHICS, ROCKY POINT, NY

- BACKEND DEVELOPMENT OF WORDPRESS & WIX WEBSITES
- SOCIAL MEDIA & AD CREATION
- LOGO DESIGN, BRAND DEVELOPMENT
- DIGITAL, PRINT & TRADE SHOW DESIGN

DIGITAL DESIGNER 2016
CELIA WERNER PRODUCTIONS

- IN-HOUSE GRAPHIC DESIGNER
- IN-HOUSE WEBSITE DESIGNER
- PRODUCTION ASSISTANT
- VIDEO EDITOR