

CHARLES WERNER WWW.CHARLEYWERNER.COM
GRAPHIC & WEB DESIGNER, DIGITAL MARKETING SPECIALIST
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SUMMARY

STRONG MARKETING PROFESSIONAL WITH A BACHELOR OF FINE ARTS - BFA FOCUSED IN GRAPHIC DESIGN FROM NEW YORK INSTITUTE OF TECHNOLOGY. EXPERIENCED MARKETING SPECIALIST WITH A DEMONSTRATED HISTORY OF WORKING IN THE MEDICAL PRACTICE, HOSPITALITY, FOOD & BEVERAGE, CASINO/GAMING, CANNABIS AND ADVERTISING INDUSTRY.

EXPERIENCE

MARKETING DIRECTOR - JMLI GLOBAL

MASTIC, NY | 2025-2026

LEAD MARKETING STRATEGY ACROSS MULTIPLE BRANDS (CAFÉ, RETAIL)
BRAND GUIDELINE DEVELOPMENT, MARKETING CAMPAIGNS, AND MONTHLY CONTENT CALENDARS
SOCIAL MEDIA MANAGEMENT, SMS MARKETING, WEBSITE CREATION AND UPDATES
DESIGNED PRODUCT LABELS, SIGNAGE, MENUS AND PROMOTIONAL ASSETS

SOCIAL MEDIA CONTENT COORDINATOR - SUFFOLK OTB & JAKE'S 58 CASINO HOTEL

ISLANDIA, NY | 2022-2024

SOCIAL MEDIA MANAGEMENT AND DESIGN (CROSS-PLATFORM)
BRAND GUIDELINE DEVELOPMENT, MARKETING CAMPAIGNS, AND MONTHLY CONTENT CALENDARS
DESIGNED MENUS, SIGNAGE, MURALS, POSTERS, POSTCARDS AND DIGITALS
MAINTAINED AND UPDATED WEBSITE PAGES

DIGITAL MARKETING MANAGER - LONG ISLAND ORTHOTICS & PROSTHETICS

BOHEMIA, NY | 2019-2022

SOCIAL MEDIA MANAGEMENT AND DESIGN (CROSS-PLATFORM)
DESIGNED AND MAINTAINED WORDPRESS WEBSITE
PRODUCED MARKETING MATERIALS, APPAREL, AND PROMOTIONAL ASSETS

GRAPHIC & WEB DESIGNER - MOKA GRAPHICS

ROCKY POINT, NY | 2017-2019

BUILT WORDPRESS/WIX WEBSITES AND MANAGED BACKEND DEVELOPMENT
DESIGNED LOGOS, BRANDING SYSTEMS, AND MARKETING COLLATERAL
CREATED DIGITAL ADS, SOCIAL CONTENT, AND TRADE SHOW MATERIALS

SKILLS

DESIGN: ADOBE CREATIVE CLOUD (*PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS, PREMIERE*)

WEB: WORDPRESS, WIX, BACKEND BUILDING & MAINTENANCE

MARKETING: SOCIAL MEDIA & BRAND STRATEGY, PAID ADS, CONTENT CALENDARS, SMS CAMPAIGNS

PLATFORMS: INSTAGRAM, FACEBOOK, TIKTOK, LINKEDIN, X

TOOLS: GOOGLE SUITE, MICROSOFT OFFICE, MAC/WINDOWS

AI: ADOBE FIREFLY, CHATGPT, GROK, GEMINI, META AI

EDUCATION

B.F.A. GRAPHIC DESIGN - NEW YORK INSTITUTE OF TECHNOLOGY (2014-2018)

AWARDS

GRAPHIC DESIGN USA - AMERICAN GRAPHIC DESIGN AWARD IN BRANDING (2017)

DESIGN DEPARTMENT BFA CHAIRPERSON AWARD (2018)

GRAPHIC DESIGN FACULTY AWARD & DIGITAL ART AWARD (2018)