

MICHAL LARSON

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SKILLS

Adobe Creative Suite | Microsoft Office | Layout Design | Typography | Vector Graphics
Photo Editing | Brand Development/Management | Social Media Marketing
Project Management | Real Estate Marketing

EXPERIENCE

MARKETING COORDINATOR / GRAPHIC DESIGNER

Julia B. Fee Sotheby's International Realty | *Bronxville, NY and Irvington, NY*

MAY 2021 - PRESENT

- Facilitating the company's marketing activities and driving new initiatives for the brokerages in Bronxville, NY and Irvington, NY.
- Single point of contact for all 100+ real estate agents and office based marketing collateral for a multitude of real estate listings per month.
- Develop and design visually appealing custom marketing and advertising materials for print, web, and social media for brokerages and agents.
- Coordinate the delivery of projects and all associated materials including design, photography, copy writing, video, email, social media, and content development.
- Manage social media accounts to increase brand awareness and engagement for brokerages and individual agents.
- Develop and implement strategies to enhance brand identity and recognition for brokerages and individual agents.
- Conduct market research current market trends, competitive landscape, and advancements across marketing platforms.

SENIOR GRAPHIC DESIGNER

TNT Design Group | *Monsey, NY*

APRIL 2010 - MARCH 2020

- Responsible for developing and designing all print design projects including a wide variety of personal, professional and promotional materials for print and digital platforms.
- Worked directly with a diverse clientele of 200+ including schools, health care facilities, small business owners, and non-profit organizations.

- Managed projects from conception to completion; Handled multiple design projects simultaneously; meeting tight deadlines in a fast-paced working environment.
- Collaborated with printing specialists.
- Oversaw projects and tasks assigned to the Jr. Graphic Designer
- Supervised and trained graphic design interns: assisted interns in developing their portfolios and creating personal branding systems.
- Assisted company owner in developing and maintaining promotional, organizational and managerial strategies, resulting in an increase in profits and customer satisfaction.

MEDIA MANAGER / GRAPHIC DESIGNER

Rutgers University Student Life Marketing | *New Brunswick, NJ*

JUNE 2007 - APRIL 2010

- Designed and managed the production of publications and promotional material distributed campus-wide.
- Worked with a team to develop the visual identity and workflow process of a new university department.
- Collaborated with graphic designers, photographers, videographers, and web developers.
- Handled multiple projects simultaneously and met deadlines in a fast-paced working environment.
- Worked as a photographer for departmental events; edited, managed and sorted photographs.
- Managed, organized, and updated the project database system.
- Worked under the corporate guidelines of the Rutgers University Visual Identity System.
- Designed Rutgers University Programming Association logo, appearing on every promotional item for the department.

EDUCATION

BFA - GRAPHIC DESIGN

Rutgers, Mason Gross School of the Arts
at Rutgers The State University of New Jersey | *New Brunswick, NJ*

MAY 2009