

GIOVANNA CIARAMELLA

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EDUCATION

Ringling College of Art & Design, Sarasota, FL

Bachelor of Arts, Visual Studies **Graduation:** May 2023

Minors: Graphic Design, Fine Arts, Business of Art and Design

G CIARAMELLA DESIGN LLC EXPERIENCE

Social Media & Marketing Manager | Sarasota, FL, Mar 2024 – Present

- Designed and produced multimedia assets, including illustrations, infographics, and animations, increasing social media followers by 30% within three months.
- Captured and edited photography and video content, boosting client interactivity with video posts by 75%.
- Ensured all multimedia assets adhered to brand guidelines, maintaining a consistent visual identity.
- Collaborated with sales and internal teams to align visual materials with brand messaging, driving measurable sales increases.

Graphic Designer | Sarasota, FL, Mar 2022 – Present

- Created high-quality visual materials, including brand identities, flyers, business cards, decals, uniforms, and logo animations for various industries, such as marine mechanics and hospitality industry.
- Partnered with clients to produce assets for marketing campaigns, product launches, and social media initiatives.

Design Consultant | Sarasota, FL, Jan 2024 – Present

- Reviewed client needs and developed multimedia assets that aligned with branding and marketing goals.
- Collaborated on branding initiatives, including the visual identity for a new nightclub, ensuring cultural and aesthetic alignment.

Motion Designer | Sarasota, FL, Feb 2021 – Apr 2021

- Produced motion graphics for a live performance by Karina Barkov, leveraging After Effects, Photoshop, and advanced video editing techniques.
- Delivered multimedia projects highlighting storytelling and artistic elements to enhance audience engagement.

Event Coordinator & Marketing Strategist | Sarasota, FL, Dec 2023 – Jan 2024

- Organized a retail festival with local vendors to increase customer loyalty and promote local businesses.
 - Captured and edited content for promotional campaigns, enhancing engagement by 30%.
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MOTION & GRAPHIC DESIGN EXPERIENCE

Motion/Visual Designer | Aug 2018 – May 2023

- Designed and animated multimedia assets, including 2D, stop-motion, and holographic visuals for live events.

- Developed original storyboards and executed final sequences in After Effects, Photoshop, and Dragonframe.

Graphic Designer | Aug 2018 – May 2023

- Created cohesive branding materials for print and digital platforms, including billboards, POP displays, and social media campaigns.
- Developed UX/UI prototypes for websites and apps using Figma, enhancing user experiences and visual consistency.

LEADERSHIP & MANAGEMENT EXPERIENCE

Associate Team Leader | Sep – Dec 2022

- Managed a four-month fundraising campaign for a local charity, exceeding the target goal by 200%.
- Coordinated weekly meetings, developed execution plans, and ensured timely delivery of all campaign assets.

Team Leader | Apr – May 2022

- Directed a branding relaunch campaign for Sagamore Spirit whiskey, integrating market research and consumer insights.
- Produced creative advertising strategies to enhance client engagement and drive sales.

SKILLS

Design Software: Adobe Creative Suite (After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Aero, Lightroom Adobe Express,), Figma, Procreate, BrightSign, Canva

Social Media Platforms: Instagram, TikTok, Facebook, Meta Business Suite

Other Tools: Microsoft Office (Word, Excel, PowerPoint), Google Suite, Keynote

Additional Proficiencies: Stop Motion Dragonframe, Cinema 4D, ZBrush, Touch Designer

AWARDS

PRESIDENT'S AWARD BEST OF RINGLING BEST OF RINGLING, Ringling College of Art and Design, FL, April 2023

HONRABLE MENTION BEST OF RINGLING, Ringling College of Art and Design, FL, April 2022

AWARD WINNER JARED GALLERY, Made By – Ringling College of Art and Design, FL, October 19th – November 23rd 2022

FACULTY SCHOLARSHIP, Ringling College of Art and Design, FL, 2018-2022

RINGLING NEW STUDENT SCHOLARSHIP, Ringling College of Art and Design, FL, 2018-2022

HORIZON AWARD, Ringling College of Art and Design, FL, 2018-2022

ARLINGTON SCHOOL SCHOLARSHIP, The Arlington School, MA, 2017