

# constance alexandra georghiou frankart

## Contact

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## Education

**Old Dominion University**  
Bachelor of Fine Arts  
Graphic Design & Illustration  
2008–2013

## Applications

### DESIGN/ILLUSTRATION:

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Sketch / InVision  
Procreate

### ANALYTICS:

Act-On  
HotJar  
Google Analytics  
Google Data Studio  
Tableau

### OTHER:

WordPress  
Django  
Unicode / Divi  
Keynote  
Microsoft Office

## Accomplishments

**Red Orange Studio**  
**Orange Award Recipient**  
December 2020

**circle S studio “Kick Ass”**  
**Award Recipient**  
February 2018

**5th Annual Undergraduate**  
**Research Symposium**  
February 2013

**5th Annual Art**  
**Students’ Exhibition**  
April 2012

## Summary

- Driven, multi-faceted designer with 8+ years experience in both traditional and digital marketing
- Collaborative team player with a “never-stop-learning” attitude
- Highly organized mind with a creative and energetic spirit
- Detail-oriented designer responsible for managing 10+ projects per week in a fast-paced agency environment

## Experience

### Red Orange Studio

Richmond, VA | Senior Designer | October 2019–Present

- Design logos, branding and style sheets for clients in varying industries
- Create content hierarchy, wireframe, design, build and launch websites for small-business and non profit clients using WordPress builders and light HTML / CSS knowledge
- Manage Website Maintenance Program including backups, analytics reports, SEO reporting and more for 30+ clients
- Collaborate with cross-functional teams of strategists, copywriters, developers and other designers to ensure each project exceeds client expectations
- Create filing systems and process documentation to ensure efficient team workflow
- Research, create, and coordinate thought-leadership content and training for clients and team
- Manage and communicate with various retainer and project-based clients

### Constantly Alexandra Design & Illustration

Freelance Designer and Illustrator | August 2013–Present

- Concept, design and produce wedding stationery, event signage, custom artwork and other materials for over 20+ clients
- Manage multiple projects at once and create schedules to ensure deadlines are met
- Maintain close vendor, industry and partner relationships to exceed client expectations
- Monitor and update associated Facebook and Instagram social media pages, along with business website

### circle S studio

Richmond, VA | Designer | Design + Account Hybrid | October 2015–September 2019

- Designed print, digital and web projects for 20+ clients in varying industries
- Maintained vendor relationships to ensure projects are completed on time and on budget
- Created filing systems for photography, video footage, design assets for 5+ clients to ensure easy and efficient access across multi-functional teams
- Updated content on WordPress and Django websites including copy and design assets
- Troubleshooted and assist clients with setting up Act-On lists, emails, forms, and landing pages
- Monitored and report on performance metrics for 5+ clients using Google Analytics, Hot Jar, Google Data Studio, Tableau and social media reporting tools
- Coordinated media planning, placement, asset distribution and reporting for 3-4 financial publications per month

### Pulsar Advertising

Richmond, VA | Account Coordinator | August 2014–October 2015

- Designed and edited graphics for use in social media, presentations and promotional pieces
- Managed client scheduling, budgeting and marketing activities
- Monitored client Google AdWords/Analytics accounts
- Maintained relationships with clients across several different industries
- Streamlined all accounts by maintaining spreadsheets, staff schedules and timelines
- Developed a system for new business proposals that saves time and increases organization