"Nothing is static, Everything is evolving"

Dani Beth Riccardi
depechedani@gmail.com
www.danibeth.com
484-274-2373

Education:

Antonelli Institute, Erdenheim, PA
September 2013 – May 2015
Major: Graphic Design

Northampton Community College, Bethlehem, PA
Sept 2006 – May 2007
30 credits completed towards liberal arts/theater degree

Employment:

The Attic, Manayunk, PA, Bethlehem, PA
Sept 2009 – Present

Position: Manager, Graphic Designer, Marketing, Visual Merchandiser, Employee Trainer, Sales Associate, Clothing Buyer, Key Holder, Social Media Promoter

Design: chalk board art, coupons, promotional mailers, punch cards, posters, banners, in store signage, social media collateral, visual merchandising, window displays: outfit coordination, conceptual design

Skills and Duties: customer service, buyer, cashier, trainer, printing and writing daily reports, updating social media accounts, proficient at computer and manual cash register systems, updating nightly reports on Google Docs

Freelance Graphic Design, Philadelphia, PA
2008 – Present
Current Clients: Jusphotography, Stylin Steph Productions, Sustainable in the City, Tower Garden, LDC Managers, 20 Highview Band

Design Skill Set:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premier
- Adobe Muse
- Adobe Bridge
- Adobe Acrobat
- Google Drive/Docs
- Dropbox
- Keynote (PowerPoint)
- Numbers (Excel)
- Pages (Office)
- Animated Gifs
- Branding (Identity Design)
- Poster Design
- Pre press file preparation
- Hand Done & Digital Typography
- Chalk Board Art
- Illustration
- Social Media Collateral

Retail Skill Set:

- Retail Store Management
- Customer Relations
- Public Relations
- Training
- Hiring
- Marketing Strategy
- Social Media Marketing
- Keyholder
- Buyer
- Inventory/Stock
- Cashier
- Conflict Resolution
- Store Organization
- Sales-Driven
- Team Leader
- Mentor
- Visual Merchandising
- Seasonal Displays
- Optimistic Attitude
- Friendly & Outgoing
- Passion For Fashion

Internships / Work Study:

ReminderMedia, King of Prussia, PA
May 2015 – August 2015
- Re formatted over 100 global ads for American Lifestyle Magazine using Indesign and Photoshop (production design)
- Designed and illustrated an ebook
- Organized and tagged stock photos in Adobe Bridge

Antonelli Institute, Erdenheim, PA
Oct 2013 – May 2015
- Created posters for various in school and off campus events
- Cover design for the school's brochure
- Worked with various charity/non profit organizations

Volunteer Experience:

Philly Ad Club
- Officer of the Antonelli chapter of the Philly Ad Club
- 2015 Summer Golf Outing: greeter, raffle ticket sales
- 2015 ADDY Awards: entering judge's votes, register/sign-in
- 2014 Summer Golf Outing: register/sign-in, signage
- 2014 ADDY Awards: register/sign-in table volunteer

Kelly Anne Dolan Memorial Fund
- Member of the Young Friends of Kelly Dolan Memorial Fund
- 2014 Casino and Masquerade Night: created posters and social media campaign
- 2015 Help and Hope Open: created posters and invitations

Philly Reads June 2014 – March 2015
- Created and managed poster campaign for Reading is Love
- Created thank you cards for Philadelphia Reading Olympics

Caring Star Quilts May 2014 – July 2014
- Assisted in updating the charity's logo/branding

Angel Flight East April 2014
- Save the Date card design for An Evening of Wine & Music

Philly ACCT Urgents April 2014
- Poster design and awareness for cats in a high kill shelter

Awards & Achievements:

Philly Ad Club
- 2015 Philly Futures Scholarship winner

Antonelli Institute:
- Valedictorian, 3.9 GPA, Dean's List, Philly Ad Club officer

Antonelli 2015 Design Competition:
- 1st Place: Web Design, Book Cover Design, Poster Design
- 2nd Place: Branding (Logo Design), Advertising
- 3rd Place: Poster Design, Illustration
- Honorable Mention: Promotions

Antonelli 2014 Design Competition:
- 1st Place: Book Cover Design, Video/Motion Graphics
- 3rd Place: 8-bit Art
- Honorable Mention: Video/Motion Graphics, 8-bit Art