

PETER PLOTICA

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WORK EXPERIENCE:

YALE SCHOOL OF NURSING | NEW HAVEN, CT | ASSISTANT DIRECTOR OF DIGITAL COMMUNICATIONS | 2023 - PRESENT

In my current role at YSN, I manage their website, further develop their brand and marketing reach, and working with in-house teams and external vendors our team has created a successful year long YSN centennial campaign. This campaign involved the development and deployment of unique social media and website assets, presentations, video content, events, and a variety of physical collateral.

COLUMBIA UNIVERSITY'S DATA SCIENCE INSTITUTE | NEW YORK, NY | ASST. DIRECTOR OF WEB & DIGITAL DESIGN | 9/2019 - 4/2022

At Columbia's DSI, I was responsible for managing and further developing the DSI's brand and digital content across various websites, social media channels, and for multifarious events and presentations. Projects included:

- New Website Launch and Post-Launch Design & Development
- Branding & Marketing Collateral Design & Development
- Virtual Events Design, Logistics, and Support
- Email & Social Media Campaigns

CULTURAL VISTAS | NEW YORK, NY | SENIOR DESIGNER | 3/2014 - 9/2019

Cultural Vistas is a nonprofit focused on facilitating and promoting international exchange programs. Projects I have been responsible for include:

- Annual Reports, Branding, Brochures, and Print Ads
- Event Collateral Design and Photography
- Project Management
- Video Design & Production
- Email Campaign Design and Development
- Illustrations, Infographics, and Presentation Design
- Social Media Development
- Website Design and Development:

SELF-EMPLOYED | NEW HAVEN, CT & NEW YORK, NY | FREELANCE DESIGNER | 2/2011 - 5/2015

While freelancing full-time, I worked with a variety of clients. Listed below are a few of the organizations and projects I was a part of.

- Oznoz - Designed and Developed Logos and Graphics for a Variety of Children's Animated Shows (2014-15)
- Mom365 - Designed Presentations, Email Campaigns, Logos, Copywriting & Digital Banner Ads (2012-13)
- Charles K. Thompson, Attorney at Law - Designed and developed website for attorney Charles Thompson: charlesthompsonlaw.com (2013)
- BrightWire - Designed and Developed Print Collateral and PowerPoint Presentations (2011-12)
- Seasons Federal Credit Union - Designed Brochures, Banner Ads, Financial Annual Reports and Branch Logos (2008 - 11)

PRATT & WHITNEY CTC | EAST HARTFORD, CT | GRAPHIC DESIGNER | 6/2006 - 2/2011

Pratt & Whitney's Customer Training Center handles many hosting, educational, and promotional duties. My job responsibilities included:

- Creating Print and Digital Content for E-learning and Instructor-Led Courses
- Designing Marketing Collateral (Banners, Brochures, Folders, Posters)
- Designing and Maintaining Social Media and Internal / External Websites
- Communicating with External Print Vendors
- Consultant for New Hardware and Software

BYTE INTERACTIVE | SOUTH NORWALK, CT | GRAPHIC DESIGN INTERN | 6/2005 - 9/2005

Byte Interactive is a digital marketing firm with clients such as Nestle Water, Tecate Beer, Perrier, & Stetson. While there, I worked on:

- Email Design
- Animated and Static Banner Ads
- Website Design and Maintenance

EDUCATION:

Central Connecticut State University
Bachelor of Arts in Graphic / Information Design

Graduation: May 2006
Minor: Photography

TECHNICAL SKILLS:

Adobe CC Illustrator / InDesign / Photoshop
Hubspot / Mail Chimp / Constant Contact
Illustration / Infographics
MS Office Excel / PowerPoint / Word
Videography / Editing / Production

Adobe CC After Effects / Premiere / Motion Graphics
Email Design / Development / Campaigns
Maya 3D / 3ds Max
Photography (Event & Product) / Photo Editing
Wordpress / Drupal / CMS / HTML / CSS