



DEMETRIA ANDREADIS

Graphic Design Marketing Specialist
Atlanta, Georgia



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DEMETRIAANDREADIS.COM



EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN
UNIVERSITY OF WEST FLORIDA

ASSOCIATE IN ARTS IN GENERAL STUDIES
PENSACOLA JUNIOR COLLEGE



PROGRAM SKILLS



SUMMARY

Highly creative and skilled professional, experienced in using multiple artistic mediums – including drawing, painting, and 2D digital graphics (static and animated) – to bring marketing materials to life. Effectively maintains and protects design standards through a range of projects, ensuring the result is not only on-brand but also inspirational, accessible and compelling. Passionate about delivering high-quality design products, while exceeding the needs of brand expectations.



SKILLS

Adobe Creative Cloud | InDesign | Illustrator | Photoshop | Premiere Pro | Animate
Microsoft Suite | Word | Excel | PowerPoint | Teams | Google Earth
Canva | Figma | CoStar/Loopnet | Buildout | SquareSpace | WordPress | Wix



WORK EXPERIENCE

GRAPHIC DESIGNER

FREELANCE | ATLANTA, GA

6/2023 – CURRENT

- » Building and editing websites (WordPress, Wix, SquareSpace), using HTML/CSS to build user-friendly layouts that use SEO strategies
- » Constructing email campaigns (MailChimp, HTML/CSS), implementing A/B testing while analyzing engagement and performance metrics
- » Designing show pitch deck proposals for the filming industry
- » Creating and editing web ads, print ads, logos, and book cover images for a variety of companies
- » Editing baking videos and final photos for social media posts and reels on Instagram and Facebook

GRAPHIC DESIGN MARKETING SPECIALIST

NAI BRANNEN GODDARD | ATLANTA, GA

2/2021 – 6/2023

- » Collaborated with brokers to ideate and implement strategies that increased deal production for industrial, land, office, & leasing marketing purposes, while maintaining and protecting brand standards
- » Designed Offering Memorandums (OMs), Broker Opinion of Values (BOVs), property proposals, business park marketing flyers, site plans, key plans, window and building signage, boards, leasing flyers, image-editing, social media graphics, animated GIFs, & websites (SquareSpace)



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COMMUNITY SERVICE

DRAGONCON

2021 – CURRENT | WALK OF FAME

- » 2021 – 2022 Entry level volunteer
- » 2023 Promoted to Quadrant 2nd Leader
- » 2023 Temp promoted to Quadrant Leader
- » Crowd control, maintain autograph lines, manage good customer service to both convention attendees and guest speakers, assist Walk of Fame’s Disabilities Area

MOMOCON

2019 – CURRENT | GUEST RELATIONS

- » On-site contact for assigned guest speaker: maintaining and ensuring they keep to their schedule, being their ambassador to the convention and the Atlanta area, handling their needs within reason of the convention

ANIME WEEKEND ATLANTA

2021 – CURRENT | GUEST RELATIONS

- » 2021 – 2022 Guest Relation Handler
- » 2023 Promoted to Panel Leader
- » On-site contact for assigned guest speaker: maintaining and ensuring they keep to their schedule, being their ambassador to the convention and the Atlanta area, handling their needs within reason of the convention



CERTIFICATIONS

PHARMACY TECHNICIAN CERTIFICATION BOARD

2006 – CURRENT

THE GEORGIA BOARD OF PHARMACY

2013 – CURRENT

CPR CERTIFICATION

1997 – 1998, 2021 – 2023



WORK EXPERIENCE CONT.

GRAPHIC DESIGN MARKETING SPECIALIST

4/2014 – 3/2020

THE SHOPPING CENTER GROUP (TSCG) | ATLANTA, GA

- » Maintained and protected brand standards through diverse design projects for commercial real estate teams: Investment Sales, Leasing, & Tenant Representation
- » Provided support to Investment Sales team on a daily basis; and collaborated on marketing strategies to increase deal production
- » Created Offering Memorandums (OMs), Broker Opinion of Values (BOVs), Request For Proposals (RFPs), advisory service proposals, property brochures, pitch books, merchandising plans, site plans, window and building signage, flyers, eblasts, photo-edits, animated GIFs, & social media campaigns
- » Extensive experience with drawing site plans of malls (interior and exterior), power centers, strip centers, and free-standing buildings for listing marketing materials and merchandising plans
- » Labeled aerial photography with text and clean logos, visually explaining the local area of a property

GRAPHIC DESIGNER

2/2014 – 3/2014

AUTO TRADER – INSIGHT GLOBAL (CONTRACTOR) | ATLANTA, GA

- » Created mobile ad tiles for 1821 company logos

GRAPHIC DESIGNER

7/2011 – 4/2013

NORTHWEST FLORIDA DAILY NEWS (HALIFAX) | FORT WALTON BEACH, FL

- » Built and coded email blasts, landing pages, & mobile splash pages
- » Constructed print ads, static and Flash web ads, mobile ads, animated GIFs, & web page banners
- » Helped with maintaining websites for local businesses

CERTIFIED SENIOR PHARMACY TECHNICIAN

10/2006 – CURRENT

WALGREENS | MICHIGAN, FLORIDA, & GEORGIA

- » Type, fill, & sell prescriptions
- » Restock unclaimed prescriptions, telecommunication, pull expired medications, weekly bin scan report, resolve insurance charge-backs, resolve Third Party Rejections (TPRs), fax doctors for medications not covered or requiring Prior Authorization (PAs), enter and scan immunization forms, administer flu and coronavirus tests, stay informed on coronavirus, maintain HIPAA
- » Maintain The Georgia Board of Pharmacy & Pharmacy Technician Certification Board (PTCB) certifications every two years