

# Samantha Phillips-Varneke

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## TECHNICAL SKILLS

Photoshop / Illustrator / InDesign / Dreamweaver  
Wordpress / HTML / CSS  
Google Analytics / Google AdWords

## RELATED EXPERIENCE

### MCP Interactive

Web/Graphic Designer, Web Developer, SEO Specialist  
Lewisberry, PA • November 2014-Present

- Create, redesign, and update websites using WordPress, WordPress plug-ins, HTML, and CSS.
- Design graphics for web use and print media using Illustrator and InDesign.
- Product photography and photo retouching, using DSLR cameras, Photoshop, and Bridge.
- Create written content.
- Manage Google Analytics and Adwords campaigns.
- Lead meetings and discussions with clients.

### Futer Bros. Jewelers

#### Social Media Marketer

York, PA • March 2014-July 2015

- Photographed products for use in multiple social media platforms.
- Developed and implemented internet marketing campaigns.
- Managed social media accounts.
- Used WordPress to edit and update the existing website.

### Small Chick Big Deals

#### Freelance Graphic Designer

NJ, NY, PA • May 2013-July 2015

- Acted as the company's chief graphic designer.
- Created brand consistent web collateral.
- Utilized a strong sense of typography and structure to design layouts for advertisements, media kits, and various print and web materials.
- Developed branding and marketing strategies.

### Holmdel Theatre Company

#### Freelance Graphic Designer

Holmdel, NJ • May 2013-February 2015

- Created branding strategies and print material for Holmdel Theatre productions.

## EDUCATION

### BFA Graphic Design, Georgian Court University

Lakewood, NJ • Graduation: May 2011

- Magna Cum Laude
- First in Class

## UNRELATED EXPERIENCE

### PA Renaissance Faire

#### Volunteer Actor

Lancaster PA • April-Oct. 2014; April-Oct. 2015

- Used my improvisation, presentation, and public speaking skills to entertain thousands of people.

### PNC Bank

#### Floating Teller

NJ • March 2012-June 2013

- Excelled in customer service.

### Georgian Court University Bookstore

#### Sales Associate

Lakewood, NJ • July 2008-March 2012

- Became the highest ranked sales associate.

## **Patera Designs**

### **Contract Graphic Designer**

San Diego, CA • September-October 2013

- Designed brand consistent print materials (advertisements, stationery, etc.) for a wide range of clientele including UC San Diego.

## **iD Tech Camps**

### **Photography, Web Design, and Game Design Instructor**

New York City, NY • July-August 2013

- Taught web design, digital photography, and video game design to children and teenagers.

## **Tracy Harman Photography**

### **Photography Assistant**

Toms River, NJ • February-June 2011

- Re-touched photos.
- Designed advertisements.

## **FREELANCE/MISCELLANEOUS PROJECTS**

### **Graphic Designer, Web Designer, Marketer, Photographer**

NJ, NY, PA • June 2011-Present

- Create and redesign websites.
- Design print material including business cards, logos and brochures.
- Create web collateral, including social media graphics.
- Photograph weddings, portraits, and sports.
- Retouch images in Photoshop and Bridge.
- Develop SEO strategies using Social Media, Google Analytics, and Google AdWords.