





# Danielle Pachuta

## Graphic Designer & Marketing Specialist

Dynamic creative marketing professional with varied design experience and an expertise and passion for digital strategy. On top of current design trends and best practices for both print and digital asset creation. Adept at seeing a project through from concept, and design and to multi-platform and device testing.

Advanced ability to solve challenging problems creatively; comfortable working with ambiguity and adaptable to change. Strong written and verbal communication skills, informed by the belief that the success of a design project relies heavily on testing, adjusting, rethinking and retesting so the final outcome is just right. Comfortable using data to inform design decisions.

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## AREAS OF EXPERTISE:

### STRATEGY

- Branding/Identity
- Project Management
- Digital Strategy
- Packaging

### DESIGN

- Graphic Design
- Web Design
- Print Design
- Typography

### VISUAL STORYTELLING

- Social Media
- Illustration
- Layout
- Photography

## PROFESSIONAL EXPERIENCE:

### LARTA INSTITUTE – Brand Strategist

Los Angeles, CA | Rochester, NY, 2022 – Present

Lead the design and execution of brand, marketing, and communications campaigns to meet or exceed acquisition targets for programs and products, fundraising goals, and increased awareness of Larta's global mission and impact, execute and report on campaigns using industry standard tools, ensure Larta's brand identity is consistent across channels and campaigns, manage day-to-day vendor communications ensuring timely execution of agreed upon deliverables.

#### KEY ACHIEVEMENTS:

- Created Larta's 2022 Impact Report and 2023 Look Ahead design and layout — including cover illustration. This collateral has proven to be a major draw for Larta at events we've participated in this year with it on display, increasing interest in the company and it's impact.
- Lead on ECO branding and event design to enhance Larta's presence and impact at the event — including, but not limited to: event logo, webpage design, event signage and banners, office furniture, event agenda and presentations.
- Collaborated on Venture Fellows Program branding and website design to help with recruitment for the new program — which has become one of Larta's most successful programs to date.

### HAMMER PACKAGING – Marketing Multimedia Specialist

Rochester, NY, 2021 – 2022

*In March 2021, Hammer Packaging was acquired by Fort Dearborn Company.*

*In November 2021, Fort Dearborn merged with MCC Label.*

Collaborating with the Senior Marketing Manager, I managed and implemented all activities and updates related to the Hammer Packaging website including photography, content, blogs, press releases and articles. I created, managed, and maintained campaign and advertising landing pages, held primary responsibility for social media management, and participated in and assisted on internal initiatives and teams to promote a healthy and engaged corporate environment including supporting internal marketing efforts with employees.

#### KEY ACHIEVEMENTS:

- Running social media for the company, we had 50x more engagement.
- Designed everything to be on brand and consistent, working swiftly and efficiently so the teams could move forward with projects quickly

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## EDUCATION & TRAINING:

### Bachelor of Arts in Graphic Design (2010)

Saint Peter's University  
Jersey City, NJ

## TECHNICAL PROFICIENCIES:

### ADOBE CREATIVE SUITE:

- Illustrator
- InDesign
- Photoshop

### MICROSOFT OFFICE:

- Word
- Excel
- PowerPoint

### SOCIAL MEDIA:

- LinkedIn
- Instagram,
- Facebook
- Twitter

### WEB BUILDERS:

- WordPress
- Squarespace
- Wix
- Kentico

### E-BLAST SERVICES:

- HubSpot
- MailChimp
- Constant Contact
- Pardot

## (CONT.) PROFESSIONAL EXPERIENCE:

### READCOOR – Graphic Designer

Cambridge, MA | Rochester, NY, 2019 – 2020

*In October 2020, ReadCoor was acquired by 10xGenomics.*

Collaborate with the Vice President of Marketing Communications to create impactful designs and layouts. Applied understanding of typography, photo editing, layout design, communication design, and brand standards to craft strategic marketing and sales collateral for the team to carry out effective promotion of company products. Communicate with internal teams to ensure vision, quality, and integrity of designs; Present work effectively to cross-functional teams.

#### KEY ACHIEVEMENTS:

- Perform tasks quickly and efficiently to help the team move forward with design needs, saving the company time and money.
- Propose products that assist in solidifying brand identity, establishing a more robust industry presence, and ultimately generating more income.

### EMULATE, INC. – Designer II & Brand Manager

Boston, MA | Rochester, NY, 2016-2020

Lead design initiatives for all company branding and print materials. Acted as co-lead on packaging designs and partner in managing company website and maintaining company brand standards. Digitally illustrated diagrams and visuals for step-by-step instructions and provided design and layout to create user guides for company products. Created all marketing materials, including but not limited to one-page summary handouts, pop-up banners, post cards, posters, e-mail newsletters.

#### KEY ACHIEVEMENTS:

- Saved company over \$100k in design costs, being the inhouse designer and researching printing vendors to produce high quality products at a lower cost.
- Created and executed persuasive presentations for potential investors, collaborators, and customers.

### ARC OF LIVINGSON-WYOMING – Graphic Designer & Prepress Artist

Mount Morris, NY, 2013-2016

Delivered design, layout and color separations to meet customer order requirements, operating equipment associated with assigned tasks. Guided customers through design and printing decisions to achieve desired results.

#### KEY ACHIEVEMENTS:

- Significantly increased efficiency, saving over \$3K by providing in-house design for a quarterly company newsletter.