

DESIGN LEAD | BRAND STRATEGIST | MARKETING SPECIALIST

# Danielle Pachuta



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ROCHESTER, NY

## EDUCATION

**Bachelor of Arts in Graphic Design**  
Saint Peter's University  
Jersey City, NJ

## TECHNICAL SKILLS

### Design Tools:

Adobe Creative Suite, Figma, Affinity  
(Illustrator, InDesign, Photoshop)

### CMS & Web Platforms:

WordPress, Squarespace, Wix, Kentico

### Marketing & Project Management Tools:

HubSpot, Luma, MailChimp, Asana

### Office Tools:

Microsoft Word, Excel, PowerPoint, Outlook

### Social Media Platforms:

LinkedIn, Instagram, Facebook, Twitter

## PROFESSIONAL SKILLS

### Design & Branding:

Typography, Layout, Print, Digital, Brand Guidelines

### Visual Storytelling:

Illustration, Photography, Social Media

### Strategy & Leadership:

Digital Strategy, Project Management, Identity Development, Intern Management

### Soft Skills:

Creativity, Innovation, Cross-Functional Collaboration, Adaptability, Communication, Time Management, Leadership, Attention to Detail, Independence, Problem-Solving

Senior Graphic Designer with 10+ years of experience creating print and digital communications for regulated, mission-driven organizations. Proven success supporting brand consistency, member engagement, and cross-functional marketing initiatives in healthcare, life sciences, and nonprofit environments.

## PROFESSIONAL EXPERIENCE

### LARTA INSTITUTE – Senior Graphic Designer / Brand Strategist (Remote)

*In-house designer and brand partner supporting cross-functional teams with print and digital communications for mission-driven programs in a regulated, healthcare-adjacent environment.*

Los Angeles, CA | April, 2022 – Present

- Designed and executed member- and stakeholder-facing marketing communications supporting acquisition and engagement goals.
- Spearheaded branding and event design for the ECO conference, including logos, signage, and presentations, enhancing event success.
- Led branding and website design for the Venture Fellows Program, solidifying its status as a top-performing initiative.
- Delivered impactful results in a remote setting with minimal direct supervision, leveraging creativity, collaboration, and attention to detail.

**Key Achievement:** Elevated Larta's brand recognition, contributing to program growth and event success.

### HAMMER PACKAGING – Marketing Multimedia Specialist (Hybrid)

*In-house marketing designer producing on-brand print and digital assets to support customer communications, engagement, and brand consistency.*

Rochester, NY | January, 2021 – February, 2022 | In March 2021, Hammer Packaging was acquired by Fort Dearborn. In November 2021, Fort Dearborn merged with MCC Label.

- Managed website content, social media strategy, and advertising, boosting engagement by 50x with innovative content and consistent branding.
- Designed print and digital assets while championing brand guidelines to ensure consistency across all channels.
- Balanced hybrid responsibilities with minimal supervision, excelling in adaptability, time management, and communication.

**Key Achievement:** Revitalized digital presence and reinforced brand identity across platforms.

### READCOOR – Contract Graphic Designer (Remote)

Cambridge, MA | December, 2019–November, 2020 | In October 2020, ReadCoor was acquired by 10xGenomics.

- Designed impactful marketing and sales collateral aligned with brand standards, strengthening market positioning.
- Proposed strategic products to elevate brand identity and generate revenue streams.
- Delivered high-quality results independently, showcasing problem-solving, initiative, and creativity.

**Key Achievement:** Enhanced industry presence and accelerated outreach with innovative design solutions.

### EMULATE, INC. – Designer II & Brand Manager (Hybrid)

*In-house designer and brand manager creating print and digital marketing, product, and stakeholder communications within a highly regulated life sciences organization.*

Boston, MA | July, 2016 – February, 2020

- Led cost-saving design initiatives for branding, packaging, and marketing materials, reducing external design expenses by \$100K.
- Produced user guides, investor presentations, and visual aids to support product launches and stakeholder relations.
- Managed projects autonomously, consistently meeting deadlines and exceeding expectations.

**Key Achievement:** Delivered cost-effective, high-impact designs using leadership, attention to detail, and a growth mindset.