



EXPERIENCE



South Bend Woodworks

Creative & Marketing Director JUN 2021 - PRESENT

- Lead the Creative efforts and product development within South bend Woodworks to develop new and exciting products.
- Lead the marketing team to produce new ideas for company branding, promotional campaigns, and marketing communications.
- Assist clients in resolving issues by responding to questions in a timely and professional manner.
- Take new products to market with developed marketing strategies.
- Direct brainstorming meetings and creative sessions.
- Assist product development teams in developing products for the South Bend Woodworks and associated sub brand catalogs.



Agency McKenna

Digital Marketing Manager & Lead Designer 2019 - 2021

- Develop, design, and create engaging, on-brand content, campaigns, and search-optimized copy for website, email, blogs, social media campaigns/posts, display ads, traditional ads, web apps, AdWords, printed publications and other channels
- Develop digital marketing plans and business plans for departments, product and service lines (structure, campaign tactics, resource allocation, deployment, measurement and optimization)
- Lead positioning strategies, messaging platforms, user personas, competitive assessments
- Work with in-house integrated marketing team (strategy, design and technology) on program and promotional implementation



PANDA GAME MANUFACTURING

Social Media Manager & Marketing 2017 - 2019

Promote Panda Game Manufacturing's brand as an industry leader in tabletop game manufacturing by engaging with an audience through marketing campaigns, collateral, and social media channels

- Responsible for Panda's social media accounts' design and functions and overall strategy
- Generate, edit, publish and share engaging content in alignment with Panda's Brand
- Collaborate with other Panda teams for new content, collateral, and marketing campaigns
- Suggest and implement new features to develop brand awareness, such as promotions, campaigns, etc
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Document research and development based on Intention and ROI

Prepress Specialist 2016 - 2019

Review Panda Game Manufacturing clients' art assets to ensure successful manufacturing of components

- Educating clients on Panda's file requirements so that final print results look sharp and professional.
- Review all incoming art files to ensure that they match the print criteria.
- Work with the overseas prepress team to create digital proofs and hard copy proofs for the clients to approve.
- Assist Panda project managers to ensure that projects move quickly and smoothly through the pre-production phase of manufacturing.

ALEX CORRAO DESIGNS

Freelance Design Consultant 2015 - PRESENT

Provide freelance design and marketing services to multiple clients

- Create and design products
- Design packaging solutions
- Provide logo and branding graphics work
- Record, edit, and animate video content
- Provide photography and photo editing services
- Provide social media design and marketing Services

EDUCATION



University of Illinois at Urbana-Champaign
Bachelor's degree, Industrial and Product Design

2010 - 2015

CERTIFICATIONS



Sharpspring Silver Certified
Marketing Automation



Google Analytics
Basic Certification

TECHNICAL SKILLS

Adobe Creative Suite

Adobe Illustrator	Adobe After Effects
Adobe Indesign	Adobe Photoshop
Adobe Premiere Pro	Adobe Audition

Fusion 360
Product Development
Google Analytics
Meta Analytics & Ads
Microsoft Office Suite