

Joey Stagliano

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Buffalo, NY

WORK EXPERIENCE

NYCM Insurance

Digital Designer II - III

Jan. 2021 – Present

Edmeston, NY

- Modernized and redesigned product web pages.
- Developed an internal web app that generates branded graphics in one click.
- Facilitated focus groups and surveys to drive employee and customer engagement.
- Digitized brand standards guide using Bootstrap 5, increasing ease of use for sponsors.
- Optimized company website content to increase organic traffic.

NYCM Insurance

Brand Specialist

Jul. 2018 – Jan. 2021

Edmeston, NY

- Monitored and corrected external and internal use of the brand.
- Designed graphics for advertisements, social media, and internal use.
- Drafted and posted blog and social media content.
- Worked as a brand consultant on the set of a live action commercial.

NBT Bank

Marketing/Graphic Design Intern

May 2017 – Sep. 2017

Norwich, NY

- Created icons and logos using Adobe Creative Cloud.
- Organized and executed annual corporate sales conference.
- Adapted company website to comply with the Americans with Disabilities Act.

Elesapiens Learning & Fun

Marketing Intern

Feb. 2017 - May 2017

Madrid, Spain

- Designed and sent out email campaigns.
- Translated documents and products from Spanish to English.
- Tested company website and products for correct use of the brand image and the English language.

EDUCATION

Skidmore College

Bachelor of Science, Management and Business

Graduated Jun. 2018

Saratoga Springs, NY

- 3.4 GPA
- Studied abroad in Madrid, Spain during spring 2017 semester
- Member of the Skidmore Varsity Swimming and Diving Team (2014 - 2018)

SKILLS & INTERESTS

- **Skills:** Graphic design, illustration, front end web design, HTML, CSS, JavaScript, Adobe Creative Cloud, SEO, brand management, social media management, Microsoft Office, 3D modeling, Spanish (conversational)
- **Interests:** Design, entrepreneurship, modern art, 3D printing, foreign cuisine, language, geography