Irene Devine Taylor

GRAPHIC DESIGNER / MARKETING PROFESSIONAL

Manasquan, NJ

irenedevine@gmail.com
office

In the all of my years of experience in marketing and graphic design, I have had the opportunity to promote many different companies from non-profit to medical, 'business to business' and even adventure travel. Although Graphic Design is my favorite artistic expression I am also a great organizer, statistical analyst and creative writer. My positive attitude and thirst for knowledge and experience are a great asset to any team.

Experience

Graphic Designer B2B Marketing

New York (Remote)
Apr 2023 - Present

USA TODAY Co.: USA TODAY Network | LocaliQ

As a Graphic Designer, I play a key role in visually communicating our brand and project goals. I collaborate closely with cross-functional teams to create compelling designs that enhance user engagement and support strategic objectives.

My contributions include:

Designing digital and print campaign assets such as marketing materials, presentations, and social media graphics.

Ensuring visual consistency across all platforms by maintaining brand guidelines.

Supporting creative brainstorming sessions and translating concepts into polished visuals.

Managing multiple design projects simultaneously while meeting tight deadlines.

Providing design expertise that elevates the overall quality and impact of our communications.

Graphic Designer / Marketing Manager

Ahern Printing & Graphics

Manasquan, NJ
Oct 2012 - Present

Provided clients with designs and print production set-up for a number of different projects. Rebranded the company with an entirely new look, feel and marketing campaign to bring them into current design standards. Upgraded their website, initiated a presence in social media, optimized SEO and implemented digital signage.

Marketing Manager

QDx Pathology Services

Cranford, NJ
Apr 2012 - Oct 2012

Designed and developed all marketing materials including medical requisitions and presentations. Coordinated the participation in large conferences including booth design, construction and breakdown. Planned and marketed dinner events at conferences.

Communications Specialist and Events Coordinator

New Jersey Institute for Disabilities

Edison, NJ
Nov 2010 - Apr 2012

Drove improvements in community awareness by leveraging marketing and graphic design experience to create promotional materials, as well as design the layout of the 2010 Annual Report. Expanded public familiarity with the organization and its service offerings by using social media and event sponsorships to enhance market strategy. Planned and coordinated events, including soliciting sponsorships and securing vendors.

Marketing Coordinator

The Atlantic Club

Manasquan, NJ
Nov 2009 - Nov 2010

Drove strategic growth and business development by creating a variety of marketing materials and email blasts to promote the club’s offerings. Collaborated on the development of marketing strategy, ensuring that all initiatives aligned with budget constraints.

Education

Bachelor of Arts in Communications- concentration in Advertising; minor in Studio Art

Poughkeepsie, NY
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Marist College

MINOR
Studio Art

SPECIALIZED TRAINING
Certificate of Advertising Design

Computer Skills

Computer Programs

Adobe Creative Cloud
(Photoshop, Illustrator, InDesign, Acrobat, Audition)

MS Office Suite
(Teams, Word, Excel, Access, PowerPoint and Outlook)

Figma

Asana

Social Media Platforms

HTML Coding (basic knowledge)

Wordpress

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