



Kareline Lopez-McNeill

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Award-winning Graphic Designer Seeking to Make an Impact

Highly-skilled and client-focused graphic designer with 15+ years experience in large enterprises and SMBs

Award-winning designer recognized by client and colleagues for exemplary design work, attention to detail, ability to communicate with clients, and meet deadlines autonomously.

Deliverables include various creative and marketing projects across print, media, and websites. Career highlights include working with such clients as The St. Petersburg Times (Marketing Department), Bay Care (Creative Department) and ISPE International Society for Pharmaceutical Engineering (Marketing and Communications Department). Bi-lingual communicator with technical proficiencies in software such as QuickBooks, Microsoft Word, Excel, Dentrax, Smilereminder, Adobe Photoshop, Adobe Illustrator, In Design, Freehand, After Effects, Corel Draw and several other design programs. Strong grasp of brand identity and the application of brand guidelines, standards, and core messaging across digital and traditional touch points.

Professional Experience

Independent Designer,
Lead Designer,

Selected Projects & Achievements:

- Executed various brand identity, marketing, and sales collateral for a variety of clients including: IRONMAN World Triathlon Corp, Barb Izzi Realtor (Smith & Associates) Jorge Morejon Realtor (Era), Adela Lopez Realtor (Keller Williams) International collection)

CPR Alert LLC, 606 S. Boulevard, Tampa FL 33606

Marketing/Advertising Manager, January 2017 – Present

Selected Projects & Achievements:

- Lead designer and brand identity manager delivering creative projects across traditional and digital media including print, website, and social content.
- Improved organic and paid advertising campaigns through effective analysis and implementation of keyword strategy.

Michael S. McNeill, D.M.D., P.A, 4208 W. Bay to Bay Blvd, Tampa FL 33629

Marketing Director / Director of Finances, January 2009 – December 2016

Selected Projects & Achievements:

- Lead project manager responsible for client happiness through the timely delivery of communications including newsletters and content for social media.
- Protect and enhance brand identity through the auditing and updating of corporate image in ads, website, and all marketing collateral.

Marketing & Advertising, 600 N Westshore Blvd #900, Tampa, FL 33609

Graphic Designer, Corporate ISPE Engineering Pharmaceutical Innovation, January 2005 – November 2009

Selected Projects & Achievements:

- Lead designer and editor promoting aligned brand presence and traditional and digital ads, brochures, magazines, web and other sales and marketing collateral.



Karelina Lopez-McNeill

Tampa, FL 33609 • karelina_l@hotmail.com



Core Competencies:

GRAPHIC DESIGN

Photoshop
Illustrator
InDesign
Digital and Print

BRAND IDENTITY

Style Guides
Messaging

BRAND STRATEGY

Project Management
Time management
Budgeting
Administrative
Organization

Awards

Best of Category - Invitation Design - First Place By: The Printing Association of Florida – 2016

First Place Portfolio Design (Interactive Media Category) Where is @.... (I.A.D.) Fashion Show and Graphic Exhibition 2002

IADT International Academy of Design and Technology, Tampa FL

Adjunct Professor, September 2006 – November 2006

Selected Projects & Achievements:

- Instructed students in Photoshop training techniques and creative execution

St. Petersburg Times, St. Petersburg, FL

Graphic Designer, Marketing/Advertising, January 2004 – December 2005

Selected Projects & Achievements:

- Lead designer responsible for delivering News Paper in Education (NIE) tabs, ads, brochures, magazines, and supporting creative collateral

Additional experience as a Brand Identity and Design Consultant, a Graphic Artist, a Graphic Designer for Amos Supermarket, El Catador, and TELE-3 Publishing.

Technical Proficiency

- Expertise with standard marketing and design software: Adobe CS (Photoshop, InDesign, Illustrator, Premiere, After Effects, Flash, and Dreamweaver), Microsoft Office
- Working knowledge of HTML, JavaScript, and CSS
- Proficient in both Mac OS and Windows OS
- Languages: English and Spanish (written, read and spoken)

Education

Certificate (July 2014) • Crystal Training - July 2014

Certificate Quickbooks Level 1&2.

Certificate (February 2010) • Warschaw Learning Institute,

Certificate Dental Office Management Program.

Associate of Science degree in Interactive Media, • Interactive Media (June 2002)

International Academy of Design & Technology,

With Honors, Magna Cum Laude

Bachelor in Advertising, Arts and Publishing (January 1998)

APEC University, Santo Domingo, Dominican Republic

Bachelor in Advertising, Arts and Publishing.

Certificate in Product Design, Altos de Chavon D. R., Design

Art School, N.Y, NY

Affiliated with Parsons School of Design N.Y. N.Y., (D. R.)

Finishing School, John Casablancas, (D.R.)

Finishing School, Elite Model

English graduate. (Spanish as a first language) (June, 1992)

Dominican American Institute

Santo Domingo, Dominican Republic Domingo



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