

# Pamela Maiato

Graphic Designer

## EXPERIENCE

### **World Click Marketing (personal business) - Boston, MA**

*Graphic Designer/Content Specialist: September 2009 – present*

- Develops websites, web content, and site strategy for internet marketing company's online subscription-based model, including 28 main sites and 32 sub-domains.
- Manages and oversees responsive web design projects for mock up development which are outsourced to developers for coding.
- Collaborates and strategizes with partners, coders, and developers to launch new campaigns and business initiatives.
- Demonstrates exceptional copyright and proofreading skills for all web content.
- Successfully developed company brand and online presence.

### **EverPresent - Newton Upper Falls MA**

*Part Time Photo Technician: November 2018 – October 2019*

*(while at World Click Marketing)*

- Scanning of photo memories, kodaks, slide memories, old documents, wedding albums, plus other non-digital material and transferring them into digital format.
- Extremely organized role with mandatory attention to detail. Fast paced working environment requiring the ability to switch gears quickly and do whatever it takes to get the job done.
- Excelled at beating pacing guidelines on a consistent basis.
- Work flow included Lightroom for editing and organizing images.
- Works well with supervisors, photo team, qc, and digital organizing to produce client ready media.

### **The Bulletin Newspapers - Hyde Park, MA**

*Part Time Advertising Designer: July 2011 to July 2018*

*(while at World Click Marketing)*

- Responsible for designing local advertisements for all 4 papers (Boston, Hyde Park, West Roxbury, and Norwood).
- Clients included real estate, liquor stores, local retailers, legals, and classifieds.
- Co-produced all 4 newspapers with owners, design team, layout designer, reporters and journalists to meet weekly deadline.
- Conceptualized front page collages to highlight special event coverage.

### **MetLife - Boston MA**

*Senior Graphic Designer: 4 years*

- Delivered high-level design concepts for brochures, folders, posters, direct mailers, postcards, newsletters, web banners and marketing materials.
- Contributed to the design process by coordinating with the senior design team, art director, project managers and clients to implement concepts into printed and online marketing pieces.
- Lucrative at managing multiple projects from concept to finish in a demanding fast-paced environment with exceptional organizational skills.
- Implemented consistent design standards based on company brand guidelines and utilizing current design trends.
- Re-branded existing marketing materials according to MetLife's design style guide. Supported the senior design department and Art Director as needed.

## CONTACT

617-669-2706

pamelamaiato@yahoo.com

<https://pamelamaiato.wixsite.com/mysite-4>

[www.linkedin.com/in/pamelamaiato](http://www.linkedin.com/in/pamelamaiato)

## EDUCATION

BFA Illustration - Mass College of Art

RISD - spent a semester studying with their Illustration Design program during my BFA

*Currently enrolled in the Graphic Design Certificate Program at Mass College of Art*

## SOFTWARE

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Acrobat

Lightroom

## SKILLS

Print Design

Print Production

Preflight, 2 color, 4 color Printing

Branding and Identity

Marketing Design

Logo Design

Editorial Design and Layout

Typography/Hierarchy/Grid

Photography and Editing

Web Content and Design

Mood Boards

Brainstorming

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## Graphic Designer

### **Freelance Graphic Designer**

*Design and production work for companies listed*

#### Lois Lindauer - Multiple freelance projects

- Designed concept logo for Keep Me Posted (postcard series), business card, greeting card and five postcards collections. Created original designs from concept to print.
- Collaborated with the client on color, image choice, design ideas, and typography, while maintaining deadlines and building a working relationship.

#### Joan Blake - Multiple freelance projects

- Designed multiple prayer and devotional books for independent author based in Dorchester: hard cover, dust jacket, and paperback (full color and grayscale).
- Collaborated with author on photo selection, page layout, and book details.
- Prepared and managed the print process uploading the book to an online publisher according to their print specs.

#### Interchange Institute - Freelance project

- Executed production work on *Welcome to Boston* and *Smooth Beginnings* publications to be sold on Createspace.
- Uploaded entire book online (cover and interior) to Createspace. Set up files using their print guidelines.

#### Merchant Warehouse - Graphic Designer: Long-term contract

- Designed and aided in production of brochures, collateral material, mailers, and product sheets.
- Created email and landing pages for web based projects. Re-branded marketing materials in accordance with company brand guidelines.

#### History Compass - Book Designer: Ongoing contract

- Redesigned source-based U.S. history books containing original documents, letters, photographs, journal entries, newspaper accounts, and illustrations.
- Collaborated with regional CEO on books design and development.

#### Blue Cross/Blue Shield - Production Artist

- Edited healthcare benefit handbooks in a brand environment.

#### Staples - Production Artist

- Supported the design team to produce the Office Supply and Furniture catalogs.

#### John Hancock, Wellington - Production Artist: Long-term contracts

- Streamlined production for quarter-end marketing materials. Supported the design team in updating graphs, financial data, and print collateral while adhering to company brand guidelines.

#### TJX - Production Artist: Long-term contract

- Assisted design team for A.J. Wright, Marshalls and T.J. Maxx divisions.
- Generated production work for in-store signage, direct mailers, branded advertisements, and new store opening campaigns.

#### Raytheon - Graphic Designer: Long-term contract

- Designed quarterly newsletters and various print material for Raytheon's Integrated Defense System division.
- Worked with clients and copywriters to manage projects through completion.
- Responsible for press checks, budgeting, and specked jobs with printers.