

Alan Schachter

Multidisciplinary Digital Designer



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Portfolio

www.alanschachter.com

About

I'm a multidisciplinary digital designer, specializing in creative marketing in both digital and print media. I have 8+ years experience in design, marketing and freelance. I love what I do and I appreciate great design. I have an open mind, a positive attitude, an eagerness to learn and a fierce work ethic.

Experience

Manager, Digital Design

Jewish Federation of Northern New Jersey

January 2015 - Present

- Responsible for building, designing and managing the organization's website including landing pages, event calendar, Qgiv registration forms, digital photo gallery, graphics and website banners
- Execute and design all email marketing for the organization including event eblasts, weekly newsletters and "thank you" emails
- Work collaboratively with the marketing team on digital and print advertisements including flyers, posters, window shade banners, brochures and print and eblast advertisements in local newspapers
- Support the social media specialist by producing Facebook and Twitter banners and photos and graphics for Instagram

Freelance Designer

Onward Israel

January 2019 - May 2019

- Designed a new 12-page brochure that would help the organization meet their fundraising goals

Lady Fingers

December 2017 - February 2018

- Created all branding for Addie Allan's professional music and entertainment business including logo, business cards, responsive website and SoundCloud page

Silver Pro Entertainment

January 2012 - September 2016

- Webmaster and web designer for all Silver Pro websites (Silver Pro Entertainment, The Rhythm Shop, The Groove Shop and The Party Shop), and graphic designer for print ads and logos

Skills

Branding, Graphic Design, Web Design, Communication, Copy Editing, Typography, Grid Layouts, XHTML, CSS, Responsive Web Design, Project Management, Organic Search Engine Optimization, Photography, Mac, PC

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, WordPress, Divi, Mailchimp, Qgiv, Microsoft Word, Microsoft PowerPoint, iMovie, Basecamp, AddEvent

Certifications

Adobe InDesign

Bergen Community College
February 2016

XHTML and CSS

Bergen Community College
February 2012

Education

James Madison University
2006 - 2010

BA in Writing, Rhetoric and Technical Communication with a concentration in online publications