



Krystyna Konieczny

Connecticut | 860-951-9568

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Project manager and graphic designer with 2 years of agency experience (first an intern then full-time employee), balancing numerous projects with strict deadlines.

Experience

2019 - **Project Manager / Graphic Designer** **Present** Signature Brand Factory

Develops advertising and digital marketing campaigns alongside art and creative directors. Creates social media content and strategies while managing distribution for a wide array of clients. Manages project timelines and serves as direct contact for client communication. Serves as Design Intern Program Supervisor, leads and directing a team of interns.

2020 - **Graphic Designer** **Present** American Marketing Association CT

Designs social media content and email campaigns alongside members of the Communication Team.

2021 - **Freelance Social Media** **Present** Marketer / Graphic Designer

Advises clients on marketing strategy and practices to improve digital promotion, grow online presence, and refine brand management and voice according to client goals. Develops ideas and designs for new social media content. Manages content distribution and scheduling across multiple platforms. Monitors and reports on website and social media traffic and trends.

Education

2020 **BS in Marketing, Minor in Art**
Central Connecticut State University
GPA: 3.72, *Magna Cum Laude*

2015 **Associate's in Business Management**
Northcentral Technical College
GPA: 3.72

Roles Held

Print and Digital Designer
Design Intern Program Supervisor
Production Manager
Project Manager
Social Media Manager

Skills

Adobe Creative Suite –
Photoshop, Illustrator, InDesign, Premier Pro, After Effects.
Microsoft Office –
Word, Excel, PowerPoint, teams.
Social media management –
Hootsuite, Mailchimp.
Website builders -
Squarespace, Wix, WordPress (Divi builder, HTML)
Social Media –
Facebook Business, Instagram, Twitter, Google My Business, Reddit, TikTok, Snapchat, Google Web Developer.
Project Management –
Workamajig, Basecamp, Microsoft Teams.

Public Speaking

Guest Speaker -
CCSU Social Media Marketing Class

Guest Speaker -
Central Connecticut Marketing Club

Guest Painting Instructor -
Hartford LGBTQ+ Health Collective