



DENISE R. DEGIROLAMO

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EDUCATION

BALDWIN WALLACE UNIVERSITY

Bachelor of Arts,
Digital Media
and Design

SKILLS

ADOBE

After Effects
Animate
Dreamweaver
Illustrator
InDesign
Lightroom
Photoshop
Premiere Pro
Workfront
XD

MICROSOFT

Excel
PowerPoint
Word

ADDITIONAL

Blender
Bootstrap
CSS
Flourish
Figma
HTML
Mailchimp
Marketing Cloud
Pardot
Widen

CERTIFICATIONS

Asana Workflow
Specialist (expected
May 2025)

VOLUNTEER

Developed and led
STR's Community
Outreach in the
Cleveland office

CoSTAR GROUP - STR

MANAGER, GRAPHIC DESIGN | JANUARY 2024 - MARCH 2025

Managed a team of two designers to create a cohesive brand identity across all marketing channels in various creative specialties

Produced strategies based on A/B testing and analyses to increase engagement and impressions through paid ads, as well as open and click-through rates

Evaluated and co-led implementation of a digital asset management system with templates for the complete global company

Completed CoStar Group's RISE leadership training for new managers

Fostered a virtual environment that encouraged growth, creativity and collaboration across the design team individually and as a whole

LEAD GRAPHIC DESIGNER | JULY 2019 - DECEMBER 2023

Contributed to the creative process by asking questions, voicing opinions, and collaborating with team members

Mentored and educated interns and cross-functional team members.

Strategized creative solutions from concept to completion, for increasing demands

Established and finalized full conference branding from digital assets to signage

Directed Hotel Data Conference's design assets and creative concepts for multiple years

GRAPHIC DESIGNER | MARCH 2017 - JULY 2019

Presented initiative to implement Augmented Reality in the company

Ensured brand consistency across multiple assets and influenced the evolution of the brand's visual identity

Designed and produced compelling designs across brand surfaces (presentations, sales collateral, digital content, reports, promotion graphics, web assets, and more) to be scaled globally

FREELANCE

JULY 2013 - PRESENT

Created invitations, flyers, infographics, digital graphics, brochures, packaging and websites

BALDWIN WALLACE UNIVERSITY

GRAPHICS INTERN | FEBRUARY 2016 - AUGUST 2016

Communicated achievements of BW through graphics used on a variety of digital platforms

Assisted with public relations and administration to promote Baldwin Wallace's mission

PETITTI GARDEN CENTER

GRAPHIC DESIGN INTERN | MAY 2016 - OCTOBER 2016

Photographed and edited images of plants for website database

Designed print graphics to be used in retail marketing

Observed the production and editing of video campaigns & the winter magazine