



Denise R. DeGirolamo

CLEVELAND, OHIO

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TO WHOM IT MAY CONCERN

As a results-driven **Graphic Designer** and **Creative Leader** with over a decade of experience in visual storytelling, brand development and multi-channel campaign execution, I bring a proven ability to lead design strategy from concept through production. I've successfully delivered creative solutions across digital, print, experiential, social media, paid media and web platforms, consistently aligning with marketing goals and driving measurable impact.

My background includes managing a team of designers, collaborating with cross-functional teams and communicating with stakeholders to translate complex ideas into compelling visuals. I am proficient in Adobe Creative Cloud, HTML/CSS and motion design tools and knowledge in project management systems (Trello & Workfront) to meet tight deadlines in fast-paced environments.

I'm passionate about elevating event designs, enhancing brand identity, optimizing creative workflows and applying data-informed decisions to improve engagement, click-through rates and user experience.

Thank you for your time and consideration. I welcome the opportunity to further discuss the impact my creative solutions can bring to your team.

Sincerely,
Denise R. DeGirolamo



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CREATIVE LEADER. GLOBAL BRAND STRATEGIST. CROSS-FUNCTIONAL MARKETING DESIGNER.

Multidisciplinary creative leader with 10+ years of experience shaping and executing high-impact design and brand marketing strategies. Proven success building and leading internal design teams, driving brand consistency and delivering integrated global campaigns across digital, print and experiential platforms. Adept in creative operations, cross-functional collaboration and strategic design systems that drive performance.

PROFESSIONAL EXPERIENCE

STR, COSTAR GROUP

JAN 2024 - MAR 2025

Manager, Graphic Design

Managed the creative team through execution of a brand-wide redesign across global marketing channels, partnered with external teams to create scalable assets and a centralized digital asset management system and developed data-informed design strategies that drove engagement across email and media campaigns

- Produced strategies to support email optimization based on data collected from analyses and A/B testing, increasing Open Rates by 40% and Click-Through Rates by over 200%
- Generated static and animated paid media assets, contributing to a 190% year-over-year growth in engagement rate and over six million impressions
- Evaluated and co-led implementation of a digital asset management system with templates to streamline creative workflows for marketing and sales enablement, reducing creative turn-around by 30%
- Directed Hotel Data Conference's creative concept and event design, supporting a record-high revenue of over \$983,000 and sell-out within three months
- Completed CoStar's RISE leadership training (nomination required) to enhance team management and performance coaching

STR, COSTAR GROUP

JUL 2019 - DEC 2023

Lead Graphic Designer

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

- Strategized and produced creative solutions for marketing campaigns and events, translating complex business goals into compelling visual experiences
- Developed event concepts, animations, graphics and innovative print pieces within budget and vendor limitations to support Hotel Data Conference and global STR events
- Mentored interns and educated cross-functional team members on Adobe Creative Cloud, industry trends and design fundamentals

STR, COSTAR GROUP

MAR 2017 - JUL 2019

Global Graphic Designer

Created branded assets for multicultural B2B marketing, enhancing brand perception and driving consistency across markets

- Delivered designs for presentations, sales collateral, digital content, reports, promotions and web
- Assisted in brand identity evolution through creative input and design innovations
- Proposed and prototyped Augmented Reality implementation for STR to expand audience engagement

FREELANCE

JUL 2013 - PRESENT

Creative Designer

Led branding, digital design and marketing campaigns for small businesses and organizations, providing end-to-end creative solutions across print, web and packaging

PETITTI GARDEN CENTER

MAY 2016 - OCT 2016

Graphic Design Intern

Designed print and digital graphics to be used in retail marketing

- Edited photos and created graphics to be used on web and in-store
- Assisted in production and editing of video campaigns and seasonal campaign collateral

BALDWIN WALLACE UNIVERSITY

FEB 2016 - AUG 2016

Graphics Intern

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

- Communicated achievements of university through graphics used across websites and emails
- Produced recruitment ads to support enrollment goals

VOLUNTEER

Developed and led STR's Community Outreach & CoStar Builds events for the Cleveland Office

CORE SKILLS & COMPETENCIES

DESIGN & STRATEGY

Accessibility Practices
(WCAG 2.0) & Inclusive Design

Brand Identity &
Marketing Design Strategy

Concept Development

Cross-Platform Campaign
Design (GIF, HTML5, Static)

Data Visualization

Design Thinking

Event Creative Strategy

Integrated B2B
Marketing Campaigns

Presentation & Pitch
Deck Design

Problem Solving

Self-Directed Learning

Typography & Layout

UX/UI Principles

Visual Storytelling

LEADERSHIP & COLLABORATION

Creative Direction

Cross-Functional Collaboration

Digital Asset Management
(DAM) Implementation

Feedback & Iteration

Mentorship

Project Management

Stakeholder Alignment

Team Management

Vendor Communication

TOOLS & TECHNOLOGY

Adobe Creative Cloud
(After Effects, Illustrator,
InDesign, Photoshop,
Premiere Pro, XD)

Blender 3D

Figma

Google Workspace

HTML/CSS/JavaScript

Mailchimp

Microsoft Office Suite
(Excel, PowerPoint, Word)

Microsoft Sharepoint

Pardot

Salesforce Marketing Cloud

Workfront

EDUCATION

BALDWIN WALLACE UNIVERSITY

Bachelor of Arts, Digital Media & Design: Graphic Design

Minor: Mathematics