

Martina Nadel

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Education School of Art+Design
Purchase College, State University of New York
Purchase, New York
BFA in Graphic Design, December 2008

Work Experience **Bella Giornata Paper Co.**
Yonkers, New York / Commack, New York
September 2007 - present

Founder/Creative Director

- * Create fully custom and semi-custom wedding, event, and party invitations and day-of stationery that conveys clients' unique celebrations
- * Consult with clients to gain an understanding of their individual style to develop unique solutions for their needs
- * Develop and execute job quotes, contracts, and timelines to ensure timely delivery of products
- * Manage and oversee the printing process with outside printers to ensure timely completion and high quality design pieces
- * Provide formal presentations/exhibitions at bridal shows and related conventions
- * Create and maintain website and social media
- * Create and execute business branding and marketing materials

Visual Profile Books
(formerly Visual Reference Publications)
New York, New York
January 2008 - November 2015

Art Director

- * Designed grids, layouts, and jackets for architecture, interior design, urban development, and monograph books
- * Created digital versions of all publications using FlippingBook
- * Color corrected photographs to ensure accurate representation of visuals
- * Examine wet proofs from printer for color and ozalids for folio accuracy
- * Developed marketing materials for publications
- * Developed and maintained website with new publications

Mercy College
Dobbs Ferry, New York
March 2010 - May 2012

Assistant Director Of Marketing

- * Created and edited ads for magazine, newspaper, bus, and online as well as postcards, brochures, and in-house marketing materials
- * Managed and oversaw the printing process with outside printers to ensure timely completion and high quality design pieces

PANTONE
Carlstadt, New Jersey
May 2007

Administrative Temp, Licensing Department

- * Document administration and organization
- * Conducted online research to protect the PANTONE brand from unauthorized use

Freelance Design
Experience

Silently Screaming Designs

September 2007 - present

Miciamammas

Remote

January 2021 - present

Vintage Events

Remote

April 2019 - present

Cameron Construction

Remote

June 2017 - present

Retail Design Institute

Remote

September 2015 - present

Spice Tuscan

Remote

October 2023 - November 2023

DMK Crochet

Remote

October 2019 - September 2023

Flora 1761

Remote

September 2017 - May 2020

RSD Publishing

New York, New York / Remote

November 2013 - September 2019

Salk School of Science

Remote

March 2018 - May 2019

Maxxima

Remote

March 2010–March 2011

Blimpie, Maui Tacos, & Smoothie Island

Remote

September 2007 - May 2008

Founder/Creative Director

Provide creative services and expertise to the following clients

- * Create business branding and marketing materials
- * Create culinary product packaging
- * Create and oversee the printing process of marketing materials and company apparel
- * Create business branding, marketing materials, and company apparel
- * Design online advertisements, e-mail blasts, and marketing materials for annual *Collaborate* event
- * Design grids and layouts for the printed program for annual *Collaborate* event
- * Designed grids, layouts, and jackets for quarterly *Review* magazine
- * Managed and oversaw the printing process with outside printers to ensure timely completion and high quality design pieces
- * Created business branding and culinary product packaging
- * Created marketing materials
- * Created stationery
- * Designed grids, layouts, and jackets for printed publications and digital magazines
- * Color corrected photographs for publications
- * Prepared print-ready files
- * Developed marketing materials for publications
- * Designed grids, layouts, and jacket and prepared print-ready files for annual literary and art publication
- * Designed layouts for school directory
- * Designed layouts for product catalogs
- * Created new logo for Smoothie Island
- * Produced postcards and flyers and edited preexisting illustrations

Charitable and
Non-Profit Work

Catholic Daughters of the Americas
Court St. Therese Little Flower #2644
Yonkers, New York
November 2010–present

Member

- * Served as Regent (5 years), Vice Regent (4 years), and Treasurer (4 years)
- * Participate in charitable initiatives to benefit the needs of the local community and disaster victims in the United States and abroad
- * Design advertisements for all initiatives being led by the Court

LensCrafters OneSight
Yonkers, NY
June 2004–December 2019

Volunteer

- * Establish and oversee church repository to collect eyewear that will be refurbished and distributed to the needy

Concert for Charlie
Yonkers, New York
March 22, 2008

Director

- * Initiated a benefit concert to help defray the cost of medical expenses for a special needs child
- * Procured venue, bands, food, and raffle prizes
- * Directed marketing efforts

Special Skills

Proficient in Adobe InDesign, Photoshop, Lightroom, Illustrator, Bridge, and Reader, Microsoft Office, PC and Mac platforms

Familiar with Adobe After Effects

Photography, photo editing, decoupage, bookbinding, painting (watercolor, acrylic and oil), drawing, and woodworking