



TAYLOR FEDENA

Manager, Digital Marketing & Graphic Design

👤 Profile

Enthusiastic Graphic Designer, with experience in managing print and digital marketing projects from conception to completion. Adept at managing social media and improving brand awareness and presence.

📁 Employment History

Manager, Digital Marketing & Graphic Design at Wesley Enhanced Living, Warminster, PA

April 2022 — April 2023

- Graphic design and written copy for digital and print materials, for both marketing and internal use
- Print and digital marketing, including mail campaigns/ads, brochures, e-blasts, and social media posts
- Architectural and real estate photography, as well as photojournalism
- Collaboration with printers and internal teams to ensure consistency in branding and messaging
- Programs used: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere), Basecamp (project management software), Mailchimp (digital campaigns), Canva (digital design tool), and Microsoft Office Suite (Outlook, Word, Powerpoint, Excel)

Photographer/Salesperson at Lifetouch Inc., Lynchburg, VA

April 2017 — December 2018

- Portrait photography and sales, consistently placing in top rankings for sales performance and customer satisfaction
- Produced high-quality, engaging photos that showcased customers' personalities
- Created friendly environment where customers felt at ease

Graphic Design Intern (Remote) at First Baptist Church of Milford, Milford, OH

October 2016 — May 2017

- Designed graphics including announcements, presentation visuals, and event invitations using organization's branding to ensure consistency and value
- Programs used: Adobe Creative Suite programs (InDesign, Illustrator, Photoshop) and Slack (project management software)

🎓 Education

Bachelor's Degree, Liberty University, Lynchburg, VA

August 2013 — May 2017

BS in Graphic Design, Photography and Studio Art minors

Graduated with honors

Details

Fairless Hills

United States

267-237-8432

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Links

[LinkedIn](#)

[Portfolio](#)

Skills

- Creativity
- Adaptability
- Teamwork
- Communication
- Problem solving
- Self-motivated
- Design and creativity
- Adobe Creative Suite (InDesign, Illustrator, Lightroom, Photoshop, Bridge, Acrobat)
- Quick Learner
- Detail-Oriented Team Builder
- Creative and Analytical Problem-Solver