Aviva Gross

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Professional Summary: Creative and results-driven Digital Media Professional with over 10 years of experience in graphic and web design, marketing communications, and community engagement.

Areas of Expertise: Digital Marketing Strategy | Branding Identity | Graphic Design & Visual Storytelling | Content Creation & Management | Data Analysis & Strategy Adjustment | Cross-Functional Team Collaboration

Key Skills: Adobe CC | Canva | Wordpress | Constant Contact | Asana | Google Analytics

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Professional Experience:

Freelance Designer
Aviva C Design - New York
2023 - present

- Built and maintained a successful freelance business specializing in web design, branding, and digital marketing.
- Developed targeted branding strategies and visually engaging content for diverse clients, resulting in measurable audience engagement and client satisfaction.
- Established and maintained long-term client relationships by delivering exceptional service and tailored solutions.

Brand Manager
The Associated: Jewish Federation of Baltimore - Baltimore, MD
February 2016 - 2024

- Implemented and managed a marketing strategy that increased participation by over 35% per program.
- Monitored audience metrics, including email, social media, and website traffic, to inform campaign strategies, drive improvement, and enhance community engagement.
- Collaborated across departments and stakeholders to create cohesive brand narratives, manage project timelines, and develop creative briefs using storyboards and brainstorming sessions.
- Crafted and delivered digital assets, including copy and visuals, for events, web pages, social media, and advertising campaigns, consistently aligning with brand standards and objectives.
- Ensured website content remained updated, performed monthly audits, and optimized pages for SEO best practices.

Education:
Master's Fine Arts in Integrated Design, University of Baltimore
Bachelor's of Science in Graphic Design, Excelsior University