



MARIO RINALDI

Graphic Designer

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TALENTS

Principles & Elements of Design
Typography & Color Theory
Digital Vector Illustrations
Photo Manipulation
Multimedia & Motion Graphics
Corporate Marketing / Identity
Exhibition & Environmental Design
Photography
Layout Design
Package Design
Web Design (Flash & HTML)
Wordpress/Blogs
Social Marketing

ACQUIRED SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Flash
Adobe Dreamweaver
Adobe After Effects
Adobe Premier
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Facebook
Twitter
YouTube
Mac/Windows

SUMMARY

To further my career as a Graphic Designer by utilizing my vast creative talents. My innovative thinking and decisive decision-making have elevated my career up to this point. I thrive by developing strong relationship and have been judged by my ability to increase brand awareness with successful design elements.

EXPERIENCE

GRAPHIC DESIGNER

Oct. '09 - Nov. '11 / Caesars Entertainment / Atlantic City, NJ

- Collaborative design based advertisements to expand Caesars Entertainment brand.
- Communicating with team members to create and implement effective designs with a limited time table.
- Lead designer for several large scale projects and the key contributor to the re-branding of Caesars Atlantic City's Roof Top Pool.
- Devised electronic filing structure for active jobs on network.

SOCIAL MEDIA SPECIALIST

Oct. '10 - April '11 / Caesars Entertainment / Atlantic City, NJ

- In control of all Facebook/Twitter accounts
Ex. 1. <http://www.facebook.com/home.php#!/HouseOfBluesAtlanticCity>
Ex. 2. <http://www.facebook.com/home.php#!/thepoolafterdark>
- Strategize new social media awareness with research.
Ex. Fan Gate, Giveaways, Promotions
- Minute-by-minute/real-time event coverage to promote Facebook/Twitter accounts.

EDUCATION

BACHELOR OF FINE ARTS

- Major: Graphic Design / Valedictorian
- Digital Media Arts College / Aug. '07 / Boca Raton, FL