

ELENA BOGGIO

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Designer with 3+ years of experience specializing in Brand and Website Design. Offer a distinct multidisciplinary perspective of and approach to design, integrating marketing, design, and psychology principles into work, creating visually stunning solutions grounded in the human experience and aligned with business objectives. A natural self-starter and proactive problem solver.

EDUCATION

Northeastern University

Boston, MA (2018 - 2022)

3.8 GPA

- + B.S. in Business Administration and Design
- + Concentrations in Marketing and Experience Design
- + Minor in Psychology

John Cabot University

Rome, Italy (Fall 2018)

SKILLS

- + Graphic Design
- + Brand Identity Design
- + UI/UX Design
- + Typography
- + Social Media Marketing
- + Photography
- + Copywriting

TOOLS

- + Adobe Illustrator, Photoshop, InDesign, Lightroom, XD
- + Figma
- + Canva
- + Wix
- + Squarespace
- + HTML/CSS
- + PowerPoint

EXPERIENCE

Brand Manager & Designer, House of Coco Interiors

Remote (January 2023 - Present)

- + Conceptualize and design social media content and marketing collateral, increasing brand awareness and elevating brand across platforms. Grew Instagram follower count by over 200%.
- + Write copy for social media, website, and other materials to standardize brand voice.
- + Design and manage Squarespace website for optimal user experience.
- + Implemented and manage Dubsado, a CRM platform, streamlining and enhancing client onboarding process.

Graphic Designer, Alumni Ventures

Remote (November 2023 - Present)

- + Design marketing materials aligned with existing and evolving brand guidelines, in collaboration with creative and executive teams.

Graphic Designer, Freelance

Remote (June 2020 - Present)

- + Design logos, brand identities, and websites, translating client visions into meaningful visual solutions to establish strong brand presence.

Creative Services Co-op, Boston Beer Company

Boston, MA (January - July 2022)

- + Designed print and digital collateral for Samuel Adams, TRULY, Twisted Tea, and Dogfish Head brands to support promotional efforts.
- + Collaborated with sales representatives, fellow designers, legal team, and external print vendors to execute projects.
- + Designed logo for company co-op program.

Chief Product Officer, Social Call

Boston, MA (January 2020 - June 2022)

- + Designed and prototyped new iteration of mobile app for college-based social marketplace to improve user experience and expand capabilities.
- + Collaborated with founder to define product trajectory and strategy.

Corporate Marketing Co-op, Precisely

Burlington, MA (January - June 2021)

- + Created presentations for executive marketing team.
- + Spearheaded revamp of improved new employee onboarding process.
- + Redesigned internal corporate materials to improve utility.

Social Media Designer, The Avenue Magazine

Boston, MA (September 2020 - June 2021)

- + Designed graphics for magazine's social media platforms to maintain brand consistency in collaboration with creative team.

Advisor Marketing Co-op, Commonwealth Financial Network

Waltham, MA (January - June 2020)

- + Liaised between financial advisor clients and internal marketing department to facilitate clients' marketing material requests.