



JUSTIN SAVELLO

MARKETING MANAGER

CONTACT

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SUNY FARMINGDALE

BACHELOR OF TECHNOLOGY | 2010 - 2014



ABOUT ME

I am a passionate graphic designer with over 15 years of professional experience who is often described as innovative and insightful. My style often reflects my good sense of humor and love for graphic design. I enjoy challenging myself to keep my designs fresh and up to date on current trends.



WORK EXPERIENCE

XAVIER UNIVERSITY SCHOOL OF MEDICINE

MARKETING MANAGER | 2025 - PRESENT

- The sole source of the school's print advertisements, social media graphics, email blasts, merchandise, tradeshow materials, posters, and all visuals of the school's identity and branding.
- In the process of redoing the entire website to further optimize readability and make it more graphically appealing.
- Responsible for overseeing a team of digital marketing specialists, SEO strategists, and other third-party vendors to keep operations smooth.
- Travel to Aruba to interview students, take photos, spearhead livestreams and get content for all social media platforms and future projects.
- Manage all accounts related to marketing, such as Facebook, Instagram, TikTok, LinkedIn, Formstack, Google Drive, Canva, and more.
- Design, write, and print a quarterly newsletter to be shipped to alumni.

GENERATIONS BEYOND

SENIOR GRAPHIC DESIGNER | 2015 - 2025

- Design hundreds of print and web advertisements, as well as logos, social media graphics, email blasts, building signs, truck wraps, PPC ads, packaging design, product photography, and much more for a large client base.
- Create fully responsive websites that meet ADA compliance.
- Lead projects with a team of designers and developers.
- Meet with clients to discuss their creative goals and concerns.
- Ensure deadlines are met even with same-day turnaround.
- Keep company morale high by hosting weekly "Guess Who" tournaments promoting team building where there was typically no overlap in departments.

LONG ISLAND METRO BUSINESS ACTION

WEBMASTER / GRAPHIC DESIGNER | 2010 - 2015

- Created daily newsletters, email blasts, advertisements, and updated their website with new content.

DESKTOP SOLUTIONS

GRAPHIC DESIGN INTERN | 2008 - 2010

- Updated information and graphics on several websites.



SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat

Microsoft Office

Canva

Wordpress (Elementor)

Mailchimp

Constant Contact

Photography

Formstack