

ANDREA BACCA

Contact

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www.andreabacca.com

Skills

Graphic design
Branding
Brand strategy
Illustration
Photography
Social media strategy
Content creation
Copywriting

Profile

An adaptable and analytical creative problem solver. Andrea Bacca believes in the power of research and curiosity. Experienced in branding, illustration, photography and marketing, Andrea's true passion is getting people excited about the work they do. She has a positive attitude, and willingness learn new skills. Her high energy and powerful presentation skills make her an asset to small, creative teams. As a process-driven worker, she strives for fresh methods and approaches to increase efficiency and positive brand sentiment.

Experience

DESIGNER

SELF-EMPLOYED | MAY 2013 - Present

- Produced photography and software tutorials through photography, content and copy
- Designed brands and logos and consulting to local small business clients
- Develop approved design work into production files for both digital and print applications
- Provided social media strategy and management for small business clients

CONTENT SPECIALIST

BLDG BRANDS | MAY 2019 - SEPT 2021

- Led strategic development of various design projects, receiving praise from leadership and clients
- Leveraged photography & editing skills to enhance creative storytelling
- Directed organization social media operations, developing processes & best practices
- Assembled, organized, and analyzed research content to identify business opportunities

DESIGNER

ARTONOMY INC. | FEB 2018 - JULY 2018

- Maintained consistent use of graphic imagery in various materials and marketing outreach to ensure a cohesive brand experience
- Met demanding deadlines to ensure client satisfaction
- Led multiple photography focused design projects for a variety of clients

ILLUSTRATOR

SELF-EMPLOYED | APRIL 2016 - MARCH 2020

- Partnered with publisher to create compelling illustrations
- Developed art concepts with unique styles appropriate to the location and heritage of the story
- Created illustrations for four unique foreign language publications, including full page illustrations and cover art

Education

GRAPHIC DESIGN | BACHELOR OF FINE ART

ART ACADEMY OF CINCINNATI | SEPT 2014 - MAY 2018

Summa Cum Laude/ Valedictorian

+B Professional development distinction

Dean's Lists every semester 9/2014-5/2018

CERTIFIED ROSS INSTRUCTOR

BOB ROSS CRI -NEW SMYRNA BEACH, FLORIDA