



Alex D'Avolio

VISUAL DESIGNER

978.314.8674

alexandravolio@gmail.com

EXPERIENCE

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe XD
- Adobe Premier Pro
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Publisher
- Wordpress
- Canva
- Photography
- CMS
- CRM
- Jira

EDUCATION

Curry College, Milton MA
Bachelor of Arts Degree, Design
Graduated, May 2020
Dean's List
Magna cum Laude

SUMMARY

Energetic and a passionate Graphic Designer with a proven track record of creating content to support high performance teams in exceeding lead generation and campaign performance targets. Having extensive experience working with manufacturers and clients in the areas of print, digital and social media design to ensure successful brand awareness and B2B/B2C lead generation.

WEBSITE PORTFOLIO

alexandravolio.wixsite.com/davoliodesigns

Associate Graphic Designer - Watts Water Technologies

September 2023 to present

North Andover, MA

Achieved significant e-commerce growth by increasing CTR by 29% through effective digital marketing strategies, and by designing and implementing product infographics on Amazon that boosted sales 40% within the first month through improved customer engagement and conversion rates

- Creating social media campaigns, infographics for e-commerce platforms, email banners, ads, and flyers for multiple companies
- Creating and developing impactful marketing materials tailored for sales representatives including trade show displays, pull-up banners, flyers, and catalogs
- Mentoring a marketing intern in collaboration with the sales team, providing training on cross-functional communication, helping with their campaigns, and contributing to improved team efficiency and alignment between marketing and sales
- Photo retouching and modifications
- Creating brand identity for the National Sales Meeting held annually with sales representatives from across the country
- Conceptualized and designed Watts branded sneakers, focusing on their 150 year celebration with the use of their old marketing campaigns with the old school collage aesthetic

Contract Jr. Graphic Designer - Watts Water Technologies

December 2021 to September 2023

North Andover, MA

Coordinated the design and production of marketing materials and product packaging while also assisting in updating specification sheets for engineers

- Creating social media campaigns, email banners, ads, and flyers for multiple companies
- Revisions on literature, packaging and closing/filing of these jobs
- Review, proofread and edit technical documents
- Coordinate packaging and label production
- Photo retouching and modifications

Grocery Clerk - Market Basket

October 2013 to March 2025

Rowley, MA/Haverhill, MA

Responsible for stocking shelves and displaying new products to promote to customers

- Crew lead responsible for ensuring store breakdown and aesthetics
- Maintain inventory
- Provide friendly customer assistance
- Responsible for all closing procedures

Freelance Graphic Designer

June 2018 to January 2025

Methuen, MA

Collaborate with clients to ensure successful brand awareness, promotion, and achievement of lead generation targets across multiple industries and business models:

- **Equivalent Controls Corporation, West Jordan, Utah**
<https://equivco.com/>
- Led the redesign and implementation of ECC's logo as part of a comprehensive re-branding initiative for printed materials and website
- **Crushed Vinyl, Massachusetts-based rock band**
Crushed Vinyl Music
- Created visually compelling cover art for Crushed Vinyl's releases on YouTube and various music streaming platforms, ensuring alignment with the band's unique style and enhancing their digital presence
- **Nativity Men's Club, Lakeville, MN**
- Developed branding for the club's 2018 Annual Golf Tournament
- **The Wiggle Talk Show, Milton, MA**
- Created branded content in alignment with the show's style to support their goal of strengthening brand awareness among their target audience

Head Graphic Designer - Campus Life

August 2019 to May 2020

Curry College, Milton, MA

Grew from intern to Lead Graphic Designer supporting campus events, diversity initiatives, student activism, arts and entertainment, and athletics at Curry College encouraging students to grow, lead, and learn

- Created brand identity for college events
- Designed weekly newsletter
- Advertised college events

EXHIBITIONS

Menino Arts Center

Hyde Park, MA - February 2020

Curry College

Milton, MA - October 2019

Nevins Memorial Library

Methuen, MA - May 2015 and 2016

COMMUNITY SERVICE

Methuen High School Varsity Hockey

January 2020, Methuen, MA

- Redesigned team photo

Massachusetts Music Educators Association

March 2019 to August 2019, Methuen, MA

- Created brand identity for *Sowing Seeds for Tomorrow*

Massachusetts School Mental Health Consortium

September 2018 to December 2018, Methuen, MA

- Recreated map of Massachusetts districts