



Alex D'Avolio

Marketing Specialist

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EXPERIENCE

CERTIFICATIONS

- **Agile – June 2023**
ICAgile Certified Professional
Agility in Marketing
ICP-MKG
- **Video Editing – March 2024**
- **Video Production & Editing – March 2024**

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Copy editing
- Jira
- Microsoft Powerpoint
- Microsoft Word
- Microsoft Excel
- Adobe Lightroom
- Adobe XD
- Adobe Premier Pro
- Adobe After Effects
- Canva
- Photography

EDUCATION

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

SUMMARY

Graphic Designer and Marketing Specialist with a proven track record of creating compelling, data-driven marketing content that helps high-performing teams exceed lead generation and campaign performance targets. Experienced in combining strong creative strategy, graphic design, marketing expertise, and emerging generative AI tools to improve efficiency and enhance content development while maintaining brand consistency and creative quality. Extensive experience collaborating with manufacturers and cross-functional stakeholders to deliver impactful print and digital design solutions that strengthen brand awareness and drive B2B and B2C lead generation.

WEBSITE PORTFOLIO

<https://www.davoliodesigns.com/>

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 in Marketo, and by designing and implementing product infographics on Amazon that boosted sales 40% within the first month through improved customer engagement and conversion rates.

- Managing campaigns for new product launches, infographics for e-commerce platforms, email banners, ads, flyers, trade show displays, and brochures for external stakeholders
- 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 in Lightroom
- Designing landing pages for the website introducing new product launches, and certification programs using XD
- Developing video content showcasing product features and benefits for wholesale distribution using Premier Pro and After Effects
- Project lead for Watts branded sneakers, focusing on their 150-year celebration

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 external stakeholders using Photoshop, Illustrator, InDesign
- 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 using Lightroom

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
- Maintained inventory
- Provided friendly customer assistance
- Responsible for all closing procedures

Freelance Graphic Designer

June 2018 to January 2025

Methuen, MA

Collaborated 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/>

- Project lead for 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

- Project lead for new 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

- Project lead for re-branding 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
- Managed and advertised campaigns for 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