

# Charles S. O'Leary

Graphic designer and digital marketer with 5+ years experience working for arts and design orgs alike

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(973) 715 5590

## Education

Rhode Island School of Design  
Providence, RI  
BFA Furniture Design, 2016

## Skills

- Advanced proficiency in Adobe Suites (Illustrator, Photoshop, InDesign, Premiere) as well as Figma
- Web design and management, including CSS and HTML
- Digital marketing, with a data-minded approach using Google Analytics, Mailchimp, AdWords, Hootsuite and more
- Advanced proficiency in print design, with hands-on press experience
- Strong understanding of print techniques, including risograph printing
- Able to manage projects from conception to production, including budgets
- Solid understanding of UI/UX principles

## Experience

**Freelance** // New York, NY

Graphic Designer + Digital Marketer, 2021 - 2022

- Refreshed brand systems for exhibitions, including wall text templates and print booklets for Smack Mellon
- Developed and implemented new content strategy, and directed multiple paid campaigns for non-alcoholic beer brand AL's
- Created motion graphics and edited videos for commercial gallery Lehmann-Maupin

**Abrons Arts Center** // New York, NY

Digital Communications &  
Graphic Design Manager, 2019 - 2022

- Created a cohesive new brand identity, spanning across email, various social channels, and print
- Manage all website projects and copy including an ongoing website redesign project in collaboration with independent developers
- Generate visual and written content for social media campaigns, leading to a sizable increase in following across channels
- Design and coordinate distribution of programs, flyers, brochures, calendars, posters, and more

**New York Live Arts** // New York, NY

Digital Media Coordinator, 2018 - 2019

- Created, managed and implemented written and visual content for social media strategies and growth, ensuring brand consistency across all channels
- Executed digital marketing, audience development and promotion plans for season artists, humanities programs, and the Bill T. Jones/Arnie Zane Company
- Oversaw promotional photography needs for various Live Arts events, programs and the institution as a whole, including photo calls for performances

**Chashama** // New York, NY

Communications Associate, 2018

- Developed and implemented social media strategy on Facebook, Instagram, and Twitter, growing organization following across platforms
- Drafted copy for website content and newsletters, both digital and print

**Wolf-Gordon** // New York, NY

Web Content Coordinator, 2016 - 2017

- Coordinated and managed all content for the organization's website using custom developed content management software
- Copywriting and design for digital press
- Managed web development projects from conception to production, identifying and coordinating with vendors