

Belle Krupcheck

Multimedia designer, video maker & project manager

EXPERIENCE

Jewels By Star — Graphic Designer & Content Coordinator

March 2020 - PRESENT

- Drastically increased brand recognition with targeted social strategy & influencers
- Drove high-end sales with a website redesign that balanced customer & B2B needs

Mayvenn — Senior Graphic Designer & Video Editor

October 2021 - July 2023

- Project managing product launches from PDP asset creation to the final paid ads
- Increased sales & brand awareness with data-informed editing for video ads

Right Side Up — Graphic Designer & Video Editor

December 2021 - July 2023

- Ideating video ad solutions for brands such as DoorDash, FILIP & Earnest
- Transforming static ads into testable motion graphics to test on all social platforms

EBY — Graphic Designer & Video Editor

February 2021 - October 2021

- Directed creative for organic marketing & paid ads, leading to the year's best revenue
- Drove upwards of \$65K via email campaigns
- Edited & filmed social media ads with 2.1X - 3.3X ROAS consistently

Healing Hands (Krazy Kat Sportswear) — Graphic Web Designer

March 2019 - March 2020

- Created new brand awareness by fully re-designing company website
- Launched one of the most popular products with my full creative direction & execution

Torico Ice Cream — Cake Decorator & Graphic Designer

May 2017 - March 2019

- Built the online side of the business by re-designed ordering process online
- Gained more high-value bridal contracts with my bridal marketing book

Seidenberg School of Computer Science — Graphic Designer

January 2015 - June 2017

- Launched the NYC chapter of the International Design Factory
- Gained student awareness & engagement with digital, social & printed assets

Porsche, Austria — Designer

October 2015 - June 2016

- Worked cross-disciplinary to create a 3D imaging product for the used car business
- Created visual explanations for intense technical ideas for presentation & consumers

New York, NY

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SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign

Video Editing

Premiere Pro, After Effects

Email Marketing

Klaviyo, MailChimp, Constant Contact

UI/UX Design

Figma, Adobe XD, Sketch

E-Commerce

Wordpress, Shopify & Wix

Branding

Design Thinking & Project Management

Social Media

Hootsuite, LiveIntent, Youtube, Meta Ads & Tiktok/Reels

EDUCATION

Pace University

Bachelor's Degree (Art)

Graduated May 2017

New Jersey City University

Master's of Fine Art

Graduated May 2019

REFERENCES

Lauren McCoy - *Graphic Designer (Mayvenn)*

Abby Zamis - *Marketing Manager (EBY)*

Marc Stone - *Artistic Supervisor (Jewels By Star)*

Dayan Edirisinghe - *Supervisor (Healing Hands)*

Betsy Kenyon - *Recurring Client*