

# NEHA ARORA

Graphic Artist | Visionary

## ABOUT ME



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nehaarorraj@gmail.com



www.nehaarorraj.com



215.512.6660

*An innovative, driven, passionate marketing professional with 10 years of experience in design and marketing roles. Significant experience in designing and implementing effective advertising programs along with working closely with both clients and vendors. Superior design and writing skills along with a keen ability to work well both, individually and in a team environment.*

## TECHNICAL SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe Audition



CorelDraw



Wordpress



Wix



MS Office



PC & Mac Systems



## WORK EXPERIENCE

### CREATIVE SERVICES MANAGER

Oct 2014

*Connoisseur Media LLC | Princeton, NJ*

Present

- Responsible for building a strong brand identity for 94.5 PST and 920 Fox Sports.
- Design media kits, decks, and presentations for 40 radio stations in the country in order to equip the sales team with well-designed resources to represent the company.
- Design logos for local events, print-ready marketing material, and graphics for print and web.
- Management of the digital marketing database of stock imagery and subscriptions, creatives, press releases, radio commercials, and scripts.
- Vendor Management: Develop and maintain vendor relationships, manage contracts, and POs for all print vendors.
- Write and design internal communications and corporate newsletters from concept to completion.
- In charge of writing and producing radio commercials, as well as, supporting them with creative online graphics for web and social media.
- Responsible for writing and sharing press releases with media partners.
- Oversee and ensure that all creatives created by in-house designers, freelancers, and interns are consistent with the brand guidelines.
- Collaborate with the videographer to ensure that the videos designed conform to the brand guidelines and overall Brand Strategy.

### DESIGN MANAGER

Feb 2012

*Xpress Money Services Inc. | Piscataway, NJ*

Oct 2014

- Single handedly designed and implemented ad campaigns in over 250 locations across US and Canada.
- Strategized marketing campaigns specific to ethnic target segments.
- Supported the team with marketing/POS material for all cultural events, grassroots campaigns, micro marketing events, and tradeshows.
- Infused the brand with relevant innovation by developing product line launch strategies for new products and services, thereby increasing the products perceived value to the customer.
- Designed banner ads and web banners for the corporate website and social media.
- Sourced and managed external vendors. Cost comparison analysis of promotional materials. Provide cost effective solutions for print production, deliveries and inventory management.
- Designed mock layouts for websites and portals.

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## CAPABILITIES / SKILLS

### PROFESSIONAL

- Brand Identity
- Advertising Design
- Creative Copy Writing
- Typography
- Audio Production
- Print | Pre-press
- Vendor Management

### PERSONAL

- Meticulous
- Perceptive
- Versatile
- Artistic
- Collaborative
- Self starter
- Out of the box thinker

## EDUCATION

2005 - 2006

GRAPHIC DESIGN

NIFT | Mumbai, India

2003 - 2005

DIPLOMA IN FASHION TECHNOLOGY

Wigan & Leigh | Mumbai, India

2002 - 2005

BACHELOR OF BUSINESS COMMERCE

University of Mumbai | Mumbai, India

## WORK EXPERIENCE CONTINUED

### GRAPHIC DESIGNER

Raymond Apparel Ltd. | Mumbai, India

Feb 2007

Nov 2010

- Created and produced integrated marketing communications and creative branding solutions to reinforce the brand identity.
- Conceptualized, designed, developed and implemented communication strategies to distinctly position the 3 categories of a high end brand, ColorPlus, and significantly increased the face value of the product lines.
- Created category-specific biodegradable tagging, labeling, and packaging to reinforce the brand identity. - Designed in-store visuals, promotional and trade shows creatives. - The branding was implemented across 80 stores in India and West Asia.
- Advised and styled advertising campaign shoots followed by the development of post-production creatives.
- Introduced t-shirt print concepts to further build the brand image.
- Introduced "Support a Cause" concept by which the brand would support a different cause every season through organic T-shirt print lines to spread a message and educate the masses.

## DESIGN PORTFOLIO

www.nehaaroraraj.com