

Sana Rodriguez-Majchrzyk

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Passionate and organized graphic designer looking for more experience working with a team.

Experience

Hunter College Theatre Department

Communications Coordinator

(November 2018 - August 2022)

- Created brand guide with new logo, fonts, and colors for the department
- Redesigned website, digital and print materials, according to new branding
- Designed and maintained department website: hunter.cuny.edu/theatre
- Managed social media calendar using Buffer
- Designed online archive of housing, counseling, food, education, and COVID-19 resources
- Trained and provided career advisement to web design, graphic design, and marketing apprentices
- Led an interdisciplinary team on recruitment efforts including: open houses, tours, orientations

Hunter Theater Project

Director of Marketing

(November 2018 - September 2021)

- Designed all graphic materials including posters, postcards, programs, digital ads, newsletters and social media graphics
- Designed and maintained website: huntertheaterproject.org
- Developed marketing plan and budget for the run of each show
- Coordinated with Playbill and TheaterMania regarding ad rates and flight dates
- Worked with established artists including: Barry Blitt, Isabella Rossellini, and Jay O. Sanders

Hunter College Theatre Department

Graphic Designer

(August 2016 - November 2018)

- Performed all department graphic design tasks including fliers, pamphlets, website, and digital ads

Community Engagement

Fail Better NYC

Creative Director

(November 2016 - Present)

- Create brand deck and design posters, logos, banners, etc. as needed
- Design and maintain website: failbetter.nyc
- Design curriculum and teach no-cost graphic design class for Queens residents

Skills

Adobe Illustrator, Indesign, Photoshop & Premiere - Figma - Buffer - Keynote - Wix - Mailchimp

Microsoft Office Suite - Google Suite

Education

B.A. in Sociology & Media Studies - CUNY Hunter College - 2015 - New York, NY

Study Abroad in Film Theory - Queen Mary University - 2014 - London, UK

Interests

Gardening, Baking Bread, Manga & Anime, Screenwriting, and my Chihuahua Oso