



## ALICIA FEINBERG

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## INVOLVEMENT

**August 2013 - May 2014**

Member of the UCF Graphic Design Student Association

**May 2014 - May 2015**

Secretary of the UCF Graphic Design Student Association

**May 2015 - Present**

Contributing Member of AIGA

## AWARDS

**May 2015**

AIGA Orlando SPOT Showcase  
Best Overall Presentation,  
*AIGA Orlando Mentorship Program*

## PUBLICATIONS

**Dear Rockstar: 52 Inspirational Letters and Designs to Rock Your Life**

Written by Pam Hoelzle and Illustrated by Alicia Feinberg, *October 2021*

## EDUCATION

**B.F.A. Emerging Media, Graphic Design Specialization**

AIGA Orlando SPOT Showcase Best  
University of Central Florida, *May 2015*

## OTHER POSITIONS HELD

**June 2009- June 2016**

Billabong - Sales Associate, *3 months*  
Holmes Regional Medical Center - CNA, *3 yrs*  
American Eagle - Floorset Associate, *2 yrs*  
Tilly's - Sales Associate, *1 year*

## EXPERIENCE

**Graphic Designer, Alicia Marie Design  
Orlando, FL, Dec 2019 - Present**

Freelance Design

**Graphic Designer, Dean Stewart Photography  
Melbourne, FL (Remote), September 2017 - Present**

- Brand Development for both DSP Photography and Yearbooks
- Creating Marketing Materials to use for multiple types of
- Photography shoots using data merging features which allows for sending materials to each of the 150+ schools DSP manages (and they distribute to their parents/students)
- Designing editable pdf marketing materials to allow our yearbook sponsors to apply their school's yearbook sales information
- Yearbook account representative: assisting 80+ with yearbook sales setup; sales management; customizing, conceptualizing and developing themes along with coordinating elements for both yearbook cover and interior pages; final proofing before press; program support
- FSPA Exhibit tabling and teaching students as a Speaker
- Social Media and content management

**Marketing Graphics and Content Manager, Victory Tailgate  
Orlando, FL, June 2016 - June 2017**

- Brand Development
- Social media management and used analytics to track engagement data
- Designed new and innovative packaging
- Created Marketing materials to be sent out to Licensing Directors across the country
- Developed newsletters to engage customers and promote sales
- Create PR/Marketing strategies and trade shows

**Marketing Assistant, University of Central Florida RWC  
Orlando, FL, May 2013- December 2014**

- Designed campaign advertisements for all program areas throughout the RWC
- Maintained social media networks through event campaigns content management and engagement by responding to comments and messages.
- Orientation and event tabling informing students of facility's features
- Photographed for future social media content and marketing content through the RWC at events and many intramural sports games