

GAETANO J. APREA

Graphic Designer/Marketing Specialist | Lives in Metro Detroit

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I have 15+ years experience in art direction, design & marketing. This experience goes beyond print and web design, I have extensive experience in all social media platforms including Facebook business manager, Twitter, LinkedIn and Instagram. I am also extremely familiar with Google Analytics, Google Tag Manager and social media metrics including Facebook Pixels.

WORK EXPERIENCE

AIM PLASTICS

2015 - Now

Art Director / Marketing Specialist

AIM Plastics is a premier and comprehensive medical plastics manufacturer Clinton Twp., MI

- Design, produce and source all corporate communication, this includes print, video and digital communication
- Coordinate and produce all social media content
- Re-develop website aimplastics.com

HEARST BUSINESS MEDIA

2009 - 2015

Art Director / Senior Designer

- All internal and external communication (ads, sales collateral, websites, social media)
- Corporate video / photography / trade show exhibits
- Brand development (MOTOR rebrand, Selectline product branding)
- Social media management and campaign implementation
- e-campaign design and deployment

PANTZER PROPERTIES

2009 - 2016

Art Director

Pantzer Properties, Inc. is a fully integrated owner/operator of apartment properties on the east coast of the United States.

- All internal and external communication (ads, sales collateral, websites, social media)
- Corporate re-brand

THE ATHENA GROUP

2006 - 2009

Art Director

The Athena Group is a private real estate investment, operating and development company.

Design and implement all graphic needs for Athena and all of its developments, including: Flash banners • Interior building signage • Exterior building signage • Corporate collateral • HTML mass mailers • Web design

EDUCATION

WEB STANDARDS

2006 - 2010

Parson School of Design | NYC

GRAPHIC COMM. ARTS

1999 - 2001

Macomb Community College | Clinton Twp., MI

B.A.

1994 - 1999

Oakland University | Rochester Hills, MI

SKILLS & INTERESTS

ADOBE SUITE 

FB / TWITTER ADS 

FITNESS & HEALTH / LEARNING SKILLS

WORDPRESS 

SEO 

ATTENTION TO DETAIL / TIME FLEXIBILITY

GOOGLE ANALYTICS 

DESIGN 

PORTFOLIO AND REFERENCES AVILABLE

thanks for consideration!