

CYNTHIA LEWANDOSKI ZENKUS

graphic design
web design

As an experienced, hands-on Art Director and Designer, I am an expert at communicating and executing an artistic vision into a successful design solution.

Creativity and dedication to teamwork are the driving force behind everything I do.

My portfolio of work includes:

Web
Email
Social Media
Print
Logos

I am also very involved in the animal rescue community, as well as with other non-profits organizations, giving back where I can.



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cynthiazenkus.com

EXPERIENCE

Freelance Graphic Designer

June 2006 – Current

CREATIVE ZEN STUDIO – LAMBERTVILLE, NJ – CYNTHIAZENKUS.COM

Design and art direction for a variety of clients spanning several industry verticals such as education, financial, semiconductor, health care, automotive, consumer/retail and non-profit entities. Range of recent projects include brochure design, direct mail, web development, tradeshow booth displays, web banners, e-books and email campaigns.

Recent clients include:

- Temple University - School of Engineering, Philadelphia, PA
- Billtrust - Lawrenceville, NJ
- Barbeau-Hutchings Advertising - Shelton, CT
- 20/20 Interactive - Shelton, CT

Lead Graphic Designer

July 2013 – January 2017

BERKADIA – AMBLER, PA

Berkadia is a real-estate commercial financier, offering a suite of services to multifamily and commercial property clients.

- Facilitated Berkadia's rebranding initiative of new creative which included updates to publication advertising at both a regional and national level, updates to marketing and sales collateral including debt packages, sell sheets, brochures, property tombstone, internal and external websites, as well as digital collateral supporting 70 offices across the United States.
- Aided the Marketing Event Coordinators in the execution of Berkadia's annual production meeting and the Mortgage Banking Association (MBA) events.
- Conducted the roll-out of creative for Berkadia's internal employee initiative called "Be Berkadia" and the company's Vision and Values. This included the distribution of employee handouts, T-shirts, quick screen banners, calendars and Intranet websites to 1,700 employees in 75 offices in the U.S. and India.
- Created collateral for corporate events such as brochures, handouts, print invitations and electronic invites utilizing multiple distribution platforms.
- Working with senior managers, we created and implemented "Berkadia University", an online personal growth and career development community for all of Berkadia's employees.
- Assisted IT with business creative for Berkadia.com, third-party vendor sites and business portals.

Contractor/Graphic Designer

February 2013 – July 2013

BLACKROCK – PRINCETON, NJ

BlackRock is a global investment manager offering a wide portfolio of investment opportunities.

- Worked within the Creative Services Department on the creative development of fund and product brochures, quarterlies, and sales and informational collateral for marketers and fund advisors.
- Also collaborated with BlackRock's domestic and international creative services departments to maintain corporate direction and strict global brand identity.

TECHNICAL SKILL SET

Adobe InDesign	Adobe Dreamweaver	HTML	MailChimp
Adobe Photoshop	QuarkXpress 8.0	CSS	Constant Contact
Adobe Illustrator	Microsoft Office Suite	SharePoint 2007	Cvent

Contractor/Graphic and Web Designer

January 2011 – January 2013

NRG ENERGY – PRINCETON, NJ

- Assisted the Creative Director to develop and create internal and external corporate identities which included brochures, fact sheets, info graphics, posters, company event material, employee newsletters and e-mail blasts.
- Assisted in the development and execution of NRG's rebranded corporate website and that of its subsidiary companies and various corporate initiatives.
- Helped to maintain and develop internal department pages on the company's Intranet Sharepoint site.
- Handled print quotation requests and vendor relationships.

Graphic and Web Designer

October 2009 – November 2010

ING – WEST CHESTER, PA

- Worked closely with senior management, marketing staff, developers and compliance to create and develop marketing campaigns and collateral to support product launches and initiatives, while maintaining corporate direction and strict brand identity.
- Range of projects included email blasts, landing pages, brochures, direct mail and marketing fliers.
- Operated and progressed the capabilities of ING's Marketing Suite, a web-based, multi-media sales support tool that allowed individual users to utilize e-delivery messaging and customizable print-on-demand marketing collateral.

Senior Graphic Designer

May 2007 – March 2009

HARTE-HANKS DIRECT – YARDLEY, PA

- Participated in daily collaboration and brain-storming with Account Executives, strategists, writers and other artists in the development of marketing materials with strict brand guidelines for each respective business entity.
- Work spans multiple vertical markets including health care, health insurance, financial, automotive, pharmaceutical and telecommunications.
- Range of projects included email blasts, landing pages, brochures and direct mail.
- Client accounts included Compass Bank, BlueCross BlueShield of Tennessee, Hyundai, Mail Handler's Benefit Plan and The Nature Conservancy.

Art Director

May 2000 – July 2006

BARBEAU HUTCHINGS ADVERTISING – SHELTON, CT

- Art Director for a business-to-business advertising agency specializing in the industrial and technology markets including semiconductor, analytical instrumentation, pharmaceuticals and materials.
- Responsibilities included initial concept design and final execution of all marketing materials including printed collateral, direct mail, trade show graphics and electronic media.
- Responsible for managing freelance designers and handling print quotation requests and vendor relationships.



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EDUCATION

Bachelor of Arts - Art/Graphic Design

CENTRAL CONNECTICUT STATE UNIVERSITY, NEW BRITAIN, CT

PHILANTHROPIC WORK

Co-Founder/Marketing Manager, Social Media Director and Fund Raising Lead

www.gsrnj.org

GERMAN SHEPHERD RESCUE OF NEW JERSEY (GSRNJ)

I am passionate about animal welfare and I believe in giving back to my community. I have over 10 years experience in the rescue community, having volunteered for various rescues and organizations. Founded in 2014, GSRNJ is a non-profit, breed-specific dog rescue dedicated to the saving, rehoming and education of the public about the German Shepherd breed. In addition to being a co-founder, I handle the groups marketing material which includes print, web and social media outlets. I also act as the group's Fund Raising Lead, handling all large events. And in between all of this, I also assist in home visits, fostering, temperament testing and mentoring new volunteers as our membership grows.