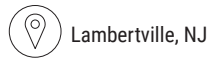


CYNTHIA LEWANDOSKI ZENKUS

Graphic Designer • Web Designer



ABOUT ME

Experienced and hands-on Art Director and Designer with expertise in transforming artistic visions into effective design solutions, fueled by creativity and a strong commitment to teamwork.

My portfolio of work includes:

- Digital
- Print
- Social Media
- Logos & Illustrations
- Trade Show Displays
- Specialty Items

My scope of industry work includes:

- Financial Services
- Healthcare
- Education
- Semiconductor
- Analytical Instrumentation

Technical Skill Set:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- HTML/CSS
- Microsoft Office Suite
- Salesforce Marketing
- Constant Contact
- MailChimp
- SharePoint
- Kentico CMS

EXPERIENCE

PENN MUTUAL – HORSHAM, PA – Marketing Design Specialist

March 2023 – January 2025

Leap Systems, a product of Penn Mutual, provides innovative financial calculators designed to manage personal finances with precision. Their unique model tracks every financial decision and ensures seamless connectivity between clients and their advisors.

- Strategically recommended and implemented social media campaigns and content strategies to expand Leap Systems' online presence, resulting in a 9% organic growth in follower engagement and brand awareness across multiple platforms.
- Produced and managed diverse marketing content, including social media graphics, promotional videos, targeted e-mail campaigns, and microsites to effectively promote Leap webinars and live training events.
- Collaborated closely with trainers and guest presenters to design and develop engaging content, PowerPoint presentations, and marketing materials for Leap webinars and in-person training sessions, ensuring consistency with brand guidelines and enhancing audience engagement.
- Partnered with the development team to conceptualize and design user-friendly mock-ups, wire frames, and creative visual assets for the Design Center—Leap's online financial calculator and presentation platform—enhancing user experience and interface design.

CENLAR FSB – YARDLEY, PA – Senior Graphic Designer

September 2019 – October 2022

Cenlar FSB is a federally chartered wholesale bank servicing over \$3 million mortgage loans for more than 150 banks, credit unions, and mortgage bankers.

- Led efforts to enhance the borrower experience by developing a comprehensive welcome campaign featuring targeted e-mails and printed materials for onboarding new borrowers. Additionally, created segmented e-mail campaigns for product opt-ins, driving increased borrower engagement and improved client satisfaction.
- Acted as a liaison between technology, borrower services, and client operations, providing creative direction and support for various online business portals and borrower channels, leading to streamlined processes and enhanced user experience.
- Led the creative development for Cenlar's rebranding initiative in collaboration with the marketing team. This included designing printed and digital collateral, advertising materials, social media content, and overseeing the development of the new website.
- Provided creative support to internal stakeholders to drive business growth for Cenlar and its subsidiary, CU Servnet. Projects included targeted drip e-mail campaigns, client newsletters, microsite page development, and printed/digital collateral for existing and prospective clients.
- Partnered with human resources and marketing to support Cenlar's culture initiatives and employee engagement efforts. Developed an online educational community focused on personal growth and career development, which involved SharePoint page creation, targeted e-mail campaigns, printed and digital materials, social media content, and specialty items.

BERKADIA – AMBLER, PA – Senior Graphic Designer**July 2013 – January 2017**

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

- Designed and developed creative assets for Berkadia's rebranding initiative, including advertising materials and marketing collateral such as debt packages, sell sheets, brochures, property tombstones, and internal/external websites. Produced digital content supporting 70 offices nationwide.
- Created marketing materials for corporate industry events, including trade show booth graphics, brochures, handouts, print invitations, and electronic invites distributed across multiple platforms.
- Led the creative execution of Berkadia's culture initiative, overseeing the seamless distribution of printed and digital materials, branded apparel, specialty items, and quick screen banners to 1,700 employees across 75 offices in the U.S. and India for a synchronized launch.

BLACKROCK – PRINCETON, NJ – Graphic Designer**February 2013 – July 2013**

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

- Collaborated with the Creative Services Department to develop fund and product brochures, quarterly reports, and sales and informational collateral for marketers and fund advisors. Additionally, partnered with BlackRock's domestic and international creative teams to ensure alignment with corporate strategy and adherence to strict global brand guidelines.

NRG ENERGY – PRINCETON, NJ – Graphic and Web Designer**January 2011 – January 2013**

- Supported the Creative Director in developing internal and external corporate identities, including brochures, fact sheets, infographics, posters, event materials, employee newsletters, and e-mail campaigns.
- Contributed to the development and execution of NRG's rebranded corporate website, along with sites for its subsidiary companies and various corporate initiatives. Additionally maintained and updated internal department pages on the company's SharePoint intranet.

ING – WEST CHESTER, PA – Graphic and Web Designer**October 2009 – November 2010**

- Collaborated with senior management, marketing teams, developers, and compliance to design and execute marketing campaigns and collateral that supported product launches and strategic initiatives, while ensuring alignment with corporate direction and strict brand guidelines. Range of projects included e-mail 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.

HARTE-HANKS DIRECT – YARDLEY, PA – Senior Graphic Designer**May 2007 – March 2009**

- Worked closely with Account Executives, strategists, writers, and designers to create marketing materials that consistently adhered to each client's strict brand guidelines.
- Produced work across diverse industries, including healthcare, health insurance, finance, automotive, pharmaceutical, and telecommunications.
- Developed a wide range of projects, including e-mail campaigns, landing pages, brochures, and direct mail pieces.

EDUCATION

Bachelor of Arts - Art/Graphic Design**CENTRAL CONNECTICUT STATE UNIVERSITY, NEW BRITAIN, CT****PHILANTHROPIC WORK**

GERMAN SHEPHERD RESCUE OF NEW JERSEY (GSRNJ) – Co-Founder and President**gsrnj.org**

I am dedicated to animal welfare and community involvement, and have over 20 years of experience in the rescue community. In 2014, I co-founded German Shepherd Rescue of New Jersey (GSRNJ), a nonprofit organization focused on rescuing, rehoming, and raising public awareness about the German Shepherd breed.