



DREW LIPINSKI

About Me

I have a passion for creative solutions and experience creating print collateral for numerous organizations across various mediums. I'm looking to take these skills into the digital space where I see my future creating marketing collateral.

Training

Break into Advertising

Sept. 2018 - Nov. 2018

- Trained by founders of a Facebook awarded digital agency in the art of paid traffic.
- Learned Facebook Ads, Google Ads and Google Analytics.
- Studied campaign structures that have generated \$50+ million in revenue and created awareness, retargeting and loyalty campaigns.
- Mastered audience setup with: Lookalikes, site visitors, add to cart, interest-based audiences, search keywords & more.
- Gained experience creating different ad types like: video ads, carousel, collection ads, page post ads, dynamic & more.

Experience

Graphic Designer *Signs By Tomorrow Plainfield*

Nov. 2015-Current

- Managed deadline driven projects from concept to print including City of Joliet Chamber of Commerce street light banners and Unilock vendor display panels.
- Worked in a fast-paced, high volume printing environment.
- Design and print marketing collateral such as business cards, banners, trade show displays, vehicle wraps, and other signage.
- Utilized strong typography to form effective informational hierarchies.
- Collaborated with marketing teams and business owners to achieve creative solutions.

Graphic & Layout Editor *Monmouth College Courier*

Aug. 2013-May 2015

- Worked with a team of six section editors to produce weekly publications.
- Designed all graphics and advertisements for newspaper in Adobe Illustrator and Photoshop, then arranged all graphics in layout in InDesign
- Designed layouts in collaboration with section editors each week and reviewed and approved all layouts before final approval by Editor-in-Chief.

Skills

- Typography
- Print Design
- Layout Design
- Logo Design
- Project Management
- Brand Management
- PC/Mac Proficient
- Google Display Ads Certification

Software

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In ●●●●●○○○

- Microsoft Office Suite
- Facebook Business/ Ads Manager
- Google Ads and Analytics

Education

2015: Monmouth College



Major in Art focus in Graphic Design and Sculpture
Minor in Business Administration

Spring 2014: Off Campus Study

Associated Colleges of the Midwest Chicago Arts, Entrepreneurship, and Urban Studies Program.