

# DANA TOFF-VEGA

Graphic Designer / Illustrator

Pemberton, NJ 08068

dana@danatoff.com

848 459 9045

#readytowork

Willing to relocate to: Princeton, NJ - Cherry Hill, NJ - Mount Holly, NJ

Authorized to work in the US for any employer



## WORK EXPERIENCE

### Creative Design Manager

**Honor Yoga** - Lawrenceville, NJ  
September 2016 to July 2020

Build brand awareness by developing and executing marketing strategies with the Marketing Team at Honor Yoga. Oversaw brand compliance throughout the brand and outside vendors.

Projects included Brand Awareness campaigns; Promotional offers; Program Marketing; and Franchise Development.

### Part Time Sales Associate

**Spirit Halloween Super Store** - Township of Hamilton, NJ  
August 2018 to October 2018

Merchandise inventory and assist guests with their experience during their visit to Spirit Halloween.

### Marketing Manager

**FitRewards** - Princeton Junction, NJ  
September 2016 to September 2018

Marketed and developed web and presentation assets for FitRewards, it's parents company and it's clients.

### Graphic Designer / Social Media Manager, Social Media Marketing Intern

**MGems Graphics and Printing LLC** - Kendall Park, NJ  
April 2016 to October 2016

Assisted with Graphic Design, Video Editing, and Print Production for clients. Ran MGems Social Media Profiles and assisted in the development of a new website.

### Part Time Courtesy Clerk and Cashier

**Windsor Car Wash** - East Windsor, NJ  
September 2012 to August 2016

Open store front and keep interior up to standards, cleaning when necessary. Finalize transactions through cashier duties. Answer telephone calls and schedule appointments as needed. Resolve disputes and complaints the customers are having.

## **Assistant Inspector**

Toff's Pool Inspections - Kendall Park, NJ

2012 to April 2016

Assists the lead inspector on pool inspections through visually inspecting, typing the report, or using proper equipment to test the pool where visual methods can not be utilized.



## **EDUCATION**

### **BFA in Graphic Design**

Robert Busch School of Design, Kean University - Union, NJ

September 2015

### **AAS in Illustration**

Mercer County Community College - West Windsor, NJ

September 2012 to March 2013

### **AAS in Advertising and Graphic Design**

Mercer County Community College - West Windsor, NJ

2010 to 2013



## **SKILLS**

- Adobe Creative Suite (6 years)
- Microsoft Office
- Wordpress
- Adobe Muse
- Hootsuite
- iContact Pro
- Illustrator
- Indesign
- Photoshop
- Powerpoint
- Word
- Excel
- Graphic Design
- Branding
- Digital Marketing
- Illustration
- Layout Design
- Branding
- Graphic Design
- Digital Marketing
- Illustration
- Layout Design

- Web Design
- MailChimp
- Constant Contact
- MINDBODY (2 years)
- Typography
- Adobe Dreamweaver
- Email Marketing
- Constant Contact
- Social Media Marketing
- Salesforce
- Adobe Acrobat
- Social Media Management



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## LINKS

<http://www.danatoff.com>

<https://www.facebook.com/DesignsByToff/>

<https://www.linkedin.com/in/dana-toff-vega-787b41109/>



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## AWARDS

### **Who's Who Among Students in American Universities & Colleges**

2012

Who's Who Among Students is a national college student recognition program. Students are honored based on outstanding campus leadership, future leadership ability and/or potential scholastic ability, and community service.

### **L.E.A.D. Program - Certificate of Completion**

2012

This shows the completion of the Leadership Education and Development (L.E.A.D.) program.



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## CERTIFICATIONS AND LICENSES

**driver's license**



## ASSESSMENTS

### **Graphic Design — Expert**

June 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Expert](#)

### **Marketing — Highly Proficient**

June 2020

Understanding a target audience and how to best communicate with them.

Full results: [Highly Proficient](#)

### **Social Media — Expert**

July 2020

Creating content, communicating online, and building a brand's reputation.

Full results: [Expert](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.



## ADDITIONAL INFORMATION

Additional Design skills with: Promotional Design, Advertising Concepts and Design, Branding and Identity Design, Hand Lettering, with a passion for Illustration and packaging Design.