



SOFTWARE

Photoshop
Illustrator
InDesign
Lightroom
Acrobat
Wix
Wordpress
Canva
Zoom
Microsoft Office Word, Powerpoint, Excel, Outlook
Google Drive, Photos, Docs, Slides, Sheets, Calendar
Paint/Paint 3D
Inshot

SKILLS & STRENGTHS

Logo design, digital & print ad design, package design, web design, digital illustration, publishing, social media marketing, event marketing & planning, photography
Precise, team player, persistent, presentation skills, public speaking, organized

EDUCATION

AAS in Advertising Graphic Design
Middlesex County College, Edison, NJ - 2017-2020
Dean's List - Arts & Sciences
Dean's Letter of Commendation - Arts & Sciences
Relevant Courses:
2D Design; Drawing; 3D Design; Graphic Design Skills;
Digital Graphics; Photography I & II;
Portfolio/Print Production; Advertising Design;
Typography

NATHANIEL SIEGELMAN

GRAPHIC DESIGNER

Siegelman Graphics

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EXPERIENCE

Web Content Editor

Pure Conversation, Feb. 2021-Present

- Wordpress site layout design
- Create YouTube thumbnails for company's exclusive content
- Promote company's LinkedIn page to increase outreach
- Update new digital content using email marketing

Freelancer

Siegelman Graphics, Sept. 2018-Present

- Logo design, digital marketing, and social media marketing for private businesses and non-profits
- Personalized brands and logos for individuals

Volunteer Publisher

Rutgers Chabad, Sept. 2017-May 2020

- Developed event marketing campaign
- Advertised weekly events on Facebook
- Printed and affixed event posters to building

PROJECTS

Ahavas Achim Learn-a-Thon 2021

- Developed digital & print flyers advertising all events
- Worked with marketing team to plan & design full schedule
- Incorporated InDesign, Canva, & Excel for all projects
- Promoted on social media & campaign site

Jason Blatt Music - Album Cover

- Applied Photoshop effects to original photo
- Utilized Illustrator to construct unique fonts and hues
- Converted finalized content into digital mockups
- Exported final versions to music sharing sites

Elijah's Promise - "Create. Unite. Give." Campaign

- Collaborated with classmates & organization marketing team
- Assisted in organization's brand identity research
- Developed campaign tagline
- Produced slideshow video using Illustrator & Inshot
- Constructed Photoshop GIF of organization's food selection