

JJ Paolino

DIGITAL DESIGNER

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PROFILE

User-centric critical thinker with a passion for brand identity and technology, consistently driven to deliver engaging and inspiring content. Highly skilled in the production of high quality digital design concepts and bringing ideas to life using After Effects, InDesign, Photoshop and Illustrator.

WORK EXPERIENCE

Digital Designer

P&O Cruises | Southampton | August 2019 - Present

- Pioneered and led the in-house production and vision for all Social Media and Display ad activity to drive engagement and revenue for the business
- Created and maintained video and still content across our brand site to drive engagement. Worked with our web developers to design and deliver stunning and functional UX friendly components for our brand site and guest portal
- Designed, built and developed P&O Cruises first digital publication suite including online brochures, magazines and marketing campaign toolkits
- Ensured brand continuity across all digital channels
- Implemented and designed digital signage and TV portals for our newest ships Iona and Arvia

Email Marketing Executive

P&O Cruises | Southampton | May 2018 - August 2019

- Pioneered visually appealing and interactive email elements with the use of CSS, HTML and GIFs which are still in use by the team today
- Delivered engaging and responsive emails with an average 30% Open and 16% CTR
- Helped to refine and implement email templates for the wider team to save time and allow creation at scale

Marketing Executive

Nuffield Southampton Theatres | Southampton | March 2017 - May 2018

- Designed print and digital collateral for our in house and touring productions
- Set up and helped launch a new £30m Southampton city centre arts venue with print and digital marketing materials
- Created CRM targeted emails and direct mail collateral to drive box office and online bookings

CORE SKILLS

Adobe Creative Suite

After Effects

HTML / CSS

Adobe XD

Adobe Advertising Cloud

Adobe Experience Manager

Adestra

Dotmailer

Spark AR Studio

Google Web Designer

Creatopy

Wordpress CMS

EDUCATION

BA in Electronic Media Arts and Technology

The University of Tampa | Florida | 2009

References are available upon request