

MABEL SERULLE

GRAPHIC DESIGNER AND PHOTOGRAPHER



910-578-9839



mabel.serulle@gmail.com



www.miaalexanderdesignco.com



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SKILLS

Website Design, Social Media Marketing
UX | UI Design, Adobe Photoshop
After Effects, Adobe Illustrator,
Adobe Indesign, HTML, CSS, Slack
Padlet, Flipgrid, Zoom, Invision
Later, Discord, Microsoft & Google Suites

LANGUAGES

English (Fluent)
Spanish (Fluent)
French (Learning)
Arabic (Learning)
ASL (Learning)

AWARDS

NSLS Recipient



National Society of Leadership
and Success, 2022

Outstanding Student Service Award
2022-2023

Phi Theta Kappa

EDUCATION

A.A. Graphic Design

(Visual Communication Track)
Rockland Community College |
August 2023

Certification: Graphic Design 2022

New York Institute of Art and Design

Google Certificate:

UX UI Design, Current

PROFILE

As a versatile graphic designer with four years of experience, I am seeking a position that will allow me to utilize my skills and expertise in branding, logo design, surface pattern design, and customer relations. I am a self-motivated professional with excellent team-building and management skills.

WORK EXPERIENCE

Rockland Community College, 2023

International Office | Global Opportunities

Design Marketing Peer Relations Worker

- Created graphics using Photoshop and Illustrator, including banners, Flyers, and marketing materials. Attended the 2023 HACU International Symposium in Guadalajara, Mexico.

Peer Mentor, Rockland Community College, 2023

- Worked one-on-one with a peer to assist with class assignments, Collecting notes, and upkeeping of homework assignments.
- Assisted by helping students acclimate and connect socially.
- Kept pristine notes and updated mentor journal and student's notes daily.

Mia Alexander Design Co., 2020-present

- Photographer-digital medium and black and white film
- Brand and Logo Design Flyers and Brochure Design
- Social Media Graphic Design
- Website Design (Squarespace, GoDaddy, Shopify, WordPress)
- Email Marketing (MailChimp, ConvertKit)
- Surface Pattern Design (Wrapping paper, Notebooks, Print Design)

Regional Marketing Specialist/Assistant Community Manager

Hawthorne Residential Partners 2013-2016

- Analyzed current market data to identify opportunities, threats, and trends.
- Created effective action plans to increase both operational and financial performance for communities.
- Analyzed traffic trends and made recommendations.
- Cross-referenced and analyzed advertising lead reports with Yardi lead reports.
- Assisted in the onboarding of new employees and implementation of marketing, advertising, and sales strategies to increase qualified traffic and achieve occupancy goals.
- Monitored 12 properties' marketing effectiveness and suggested improvements, resulting in a 33% increase in sales.
- Created and distributed advertising and marketing collateral in the Fayetteville and Fort Liberty Area

REFERENCES ►

Dana Caponong

Coordinator, International Scholar
Services and Global Opportunities
201-952-1374

Eileen MacAvery Kane

Associate Professor | Art Department
Rockland Community College
(845) 742-2281

LaToya Blount

Title IX Coordinator and Executive Director
of Student Engagement and College Life
347-731-3627