

## CONTACT

### **Andrea Felice**

Designer & Front-end Developer

Let's chat: (267) 243-0946

Or e-mail: [anfelice@gmail.com](mailto:anfelice@gmail.com)

[www.afelicedesign.com](http://www.afelicedesign.com)



## SKILLS

Photoshop, Illustrator, InDesign  
HTML, CSS, JavaScript, jQuery  
Experience in Responsive Design,  
Sass, Bootstrap, Backbone, Gulp,  
PHP, Joomla, CMS Templating

## EXPERIENCE

### **HAVIS, INC.**

#### **Marketing Designer - Interactive**

January 2011 - Present

Warminster, PA

#### **Marketing/Graphic Design Intern**

August 2010 - January 2011

### **DESIGN & DEVELOPMENT**

**Major Projects:** Redesigned, restructured and built the Havis website as a customer-centric, educational tool. Managed the migration of this site into a CMS (Joomla) and created various PHP templates. Designed and developed mobile site and the Havis Equipped Blog.

**Print and Photography:** Producing and ordering Havis sales collateral (i.e. brochures, sales sheets, etc.). Photographing products and retouching photos for print and web use.

**Additional Responsibilities:** Creating microsites and landing pages for new Havis products as well as e-mail blasts for company and product announcements. Implementing search engine optimization strategies for the Havis website and blog.

### **WRITING, EDITING & MEDIA RELATIONS**

**Content Development:** Creating new web content and blog entries, and managing updates to the company site and navigation. Established conversational tone for the blog.

**Public Relations:** Writing monthly press releases and pitching relevant media for company announcements, product launches and other Havis news. Compiling biweekly competitor news reports for Marketing Team and select Directors.

### **MISCELLANY**

#### **Girl Develop It - Bucks County**

September 2014 - Present

#### **eFitness, Inc.**

April 2012 - May 2013

### **FREELANCE DESIGN & TEACHING**

**Sharing the Joy of Code:** Introduction to HTML/CSS Instructor for the Bucks County chapter of Girl Develop It.

**Marketing Collateral:** Designed tri-fold brochure and business cards for eFitness, Inc. to assist with sales, marketing and business development.

**Web Design:** Assisted with the selection of a template for the eFitness, Inc. website. Customized template and provided guidance for content organization and navigation. Populated site with content and a mix of custom imagery and stock photography.

### **WCG**

#### **Account Coordinator**

October 2006 - July 2008

New York, NY

### **PUBLIC RELATIONS**

**Client Relations and Media Research:** Coordinated account activities for clients in the pharmaceutical and biotechnology industries. Contributed to the success of new business pitches by researching prospective companies and products, analyzing media research, and illustrating key findings to the pitch team.

**Press Materials and Reporting:** Kept clients abreast on pertinent industry news via daily media reports. Drafted and edited press materials, and mastered referencing and regulatory procedures for major clients. Secured media placements for clients by developing media lists, pitching media contacts, and monitoring for expected placements.

## EDUCATION

### **Parsons the New School for Design, New York, NY**

Graphic and Digital Design Certificate, May 2010

### **The University of Georgia, Athens, GA**

Bachelor of Arts, Journalism, May 2006



## INTERESTS

In addition to my work, I love baking & decorating a variety of sweets, especially cupcakes & layer cakes.

I also enjoy biking, practicing yoga, reading great fiction & snuggling with my Doberman, LuLu.