



ARELLA WARREN

BRAND & MULTIMEDIA CONTENT DESIGNER

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PROFESSIONAL SUMMARY

Creative leader with 5+ years producing and executing marketing across digital, print, social, editorial, and live event channels. Experienced building cohesive brand systems and narratives for national and regional campaigns, from content reaching 6M+ followers on Disney platforms, to targeted marketing for meetings, incentive, and event programs. Driven by a human-centered design approach, with a dynamic background in content creation, events, and communications.

WORK EXPERIENCE

Multimedia Designer, Marketing • Northstar Travel Group

02/2023 – Present

- Develop visual communications across 25+ annual MICE and hospitality programs, producing social media, email newsletters, digital ads, motion content, banners, landing pages, presentation decks, and on-site print collateral
- Lead email marketing for 8 annual events, managing campaign workflows that support \$300K–\$600K in revenue per program
- Produce video and motion graphics—including event highlight reels—using Adobe After Effects, Canva, and CapCut
- Create 18+ annual post-event metric reports, incorporating performance data to inform global sales representatives
- Translated corporate rebranding into a 30+ page brand identity manual, now used as the standard across departments

Freelance Multimedia Specialist • Self-Employed

08/2020 – Present

- Deliver social media content, campaign graphics, and visual systems for local clients and Fortune 500 brands
- Designed 6 educational resources and a 40+ page deck for The Advil Pain Equity Project, and branded event materials for Johnson & Johnson's That's My Word® campaign—both in partnership with the nonprofit BLKHLTH
- Built Somalchmy's WordPress site, leading brand identity, content architecture, and social media direction from the ground up

Graphics Lead, Communications • Sunrise Movement Richmond

02/2025 – 10/2025

- Directed visual output for all hub communications, maintaining a social content system for national and localized nonprofit initiatives, and producing 25+ social media carousels and reusable Canva templates
- Managed visual identity guidelines and supported cross-team workflows using project management platforms like Trello

Communications Intern • The Walt Disney Company

06/2022 – 01/2023

- Produced visual content and bylined editorial features across licensed publishing and social channels reaching 6M+ combined followers—including Disney Parks, Disney Store, and D23 Expo (Disney's annual convention hosting 80K+ fans)
- Crafted presentation decks, one-sheets, and media coverage reports to support executive leadership and global PR

Deputy Editor • Moda Magazine

05/2021 – 05/2022

- Co-led creative direction, design, and editorial production across 10 digital and print issues, managing concurrent deadlines, creative review, social media strategy, and brand consistency for a team of 80+ staff contributors

Media Intern • Storyline Strategies

01/2021 – 08/2021

- Designed pitch decks, custom icons, vector illustrations, and scalable SVG assets for agency partners and nonprofit clients—including Best Friends Animal Society, Google, Pinterest, HBO, and YouTube

SKILLS & STRENGTHS

Tools: Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Media Encoder) • Canva • CapCut • DaVinci Resolve • Email Builders (BeeFree, HubSpot, StoryPorts) • Figma • Social Media Platforms • WordPress • **Skills:** Art Direction • Brand Identity • Campaign Design • Content & Copywriting • Design Strategy • Digital & Print Production • Video & Motion Editing

EDUCATION

University of Wisconsin–Madison

2018 – 2022

Bachelor of Arts in Communication Arts (Media & Rhetorical Studies)
Certificates in Design Strategy, Digital Studies, and Graphic Design

VOLUNTEERING

Richmond Animal League

06/2024 – Present

Supported social outreach by photographing 75+ cats and dogs and writing personalized bios