
Alma Richter

/ Email

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/ Phone

917 769 4354

/ Location

Los Angeles, CA

/ Website

almarichter.com

/ Professional Experience

Basic Creative [ROI driven SM advertising / NY, NY]

2020 (Remote) Marketing Design & Content Creation

Aug

Create industry-leading DR creative while maintaining brand guidelines on behalf of our clients.

Work closely with clients, creative & strategy teams to brainstorm, script and design social media ads.

Produce, direct, shoot, edit and model client products in order to create UGC videos and photography.

Customized utilized branded web and print templates for property and individual agent promotions.

Imagine It Done [Exclusive organization company / NY, NY]

2020 (Freelance) Re-branding, Marketing & Graphic Design

Jun

Through internal and external-user research, including building a client/follower survey, I have re-defined the brands visual and conceptual identity.

Built new brand book and guidelines that include: Color palette, fonts, iconography, image editing and tone of voice.

Directed the web developer how to redesign the current website for a cleaner and user friendly experience.

Designed marketing assets for social media and internal use including client facing Brand Book.

Built Canva templates for marketing team.

Roomrs [Co-living Real Estate Startup / NY, NY]

2018-2019 Brand Marketing Manager

March Aug

Managed the re-branding and website strategy from concept to execution. Researched, selected and liaised with a creative agency to elevate the brand's overall integrity.

Project Managed Web development to ensure creative concepts were optimized and executed for the customer's journey, engagement and retention.

Established and managed the brand's visual identity, target audience, goals and objectives to increase the customer base and overall revenue.

Developed strategies, in collaboration with the marketing team, for social media content (leading to a 65% increase in Instagram and Facebook following in under 6 months), email marketing, concepts and promotion of 40+ events, often in collaboration with partners, influencers, and local businesses.

Independently built all graphics for social media channels, website needs, digital & traditional promotions, events, internal business assets and a new line of off-line products to enhance the overall aesthetic of our properties while ensuring brand guidelines are in place.

Roomrs

2018-2018 Freelance Graphic Designer & Production Manager

Jan March

Curated visual planning and design execution of internal sales decks and business assets.

Worked closely with the marketing team - producing creative photoshoots and campaigns.

/ Who I Am

Born in Los Angeles, raised in Tel Aviv.

I am a multicultural, positive personality who loves working with diverse teams to create compelling content.

I am passionate about Brand MGMT, Content Creation and creating engaging marketing concepts that foster brand connection & loyalty.

/ Skills, Traits & Interests

Skills

Branding & Identity, Graphic Design, Social Media Marketing, DR Design, Content Creation, Video & Photography Editing, UX Design, Web Design, Creative Strategy, Visual Communication, Story Telling, Email Marketing, Keyword Research, Market Research, Google Ads, Problem Solving, Team Motivation, Team Player, Adaptive, Empathetic, Communicative.

Programs

GSuite, Mac/PC, Adobe Illustrator, Photoshop, Lightroom, Premiere, Canva, Sketch, InVision, Asana, Slack, Milanote, Mail Chimp, G Forms, Evite, , PowerPoint/KeyNote, HubSpot, SEMrush, Excell.

Interests

Marketing Design, Brand MGMT, Content Creation, Creative Strategy, Visual Design, Digital & Traditional Campaigns

Languages

English & Hebrew

Other

2-year military service at the IDF Radio Station

/ Education

2019-2019 General Assembly

May

UX Design Course

2018-2018 Pratt Institute

Jan March

Brand & Digital Strategy Certificate

2014-2015 Habetzef, Israel's Advertising Agencies Academy

The Art Direction Associate Program:

Winner of the Logo and Branding Design competition for "MMC - School of Medical Cosmetics"

2014-2014 Shenkar: College of Engineering, Design & Art

Modern Art History Course and Studio Studies.

2013-2013 Parsons New School of Design

June July

Graphic Design Associate Program

2011-2013 Maya Cohen Levy Studio

Illustration Apprenticeship
