



CHRISTINA FOGAL

Marketing professional with proven success in marketing, video, content creation and social media management.

EXPERTISE

- Content Creation
- Social Media Marketing
- Videographer
- Graphic Design
- Web Design
- Photography
- Culinary Arts



MARKETING

PHONE
224-605-2184

EMAIL
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WEBSITE
www.christinafogal.com

PORTFOLIO
www.christinafogal.com/portfolio



WORK EXPERIENCE

MARKETING MANAGER

Federated Group
December 2021 - Current

- Creative content video and photography to increase B2B and B2C sales for several tiers of grocery and non-grocery store brands.
- Film and edit videos to launch TikTok from zero to 11,700 views within eight videos.
- Redesigned the Federated Group website with the successful goal of increasing sales and be a link between consumers, customers and suppliers.
- Regularly engage with social media community on several platforms to increase brand awareness.
- Closely work with companies under the Federated Group umbrella including Federated Foods and Federated Food Service.
- Public presentations of marketing and sales materials for existing and potential customers.
- Design of sales materials to include flyers, e-books, online presentations plus various marketing and promotional items.
- Consistent Mailchimp email campaigns.
- Tradeshow and booth design experience with Federated Foods and Federated Food Service.
- Recipe development, taste tester and culinary expertise.



MARKETING AND CREATIVE MANANGER

Woodstock Opera House/Stage Left Café/City of Woodstock
May 2019 - December 2021

- Lead the marketing direction of the Woodstock Opera House and Stage Left Café.
- Designed the Opera House logo, branding and promotional materials.
- Campaign creation to promote the Opera House and Stage Left Café on multiple platforms to drive ticket sales.
- Social media marketing - Multiple Facebook pages, YouTube and Instagram.
- Budget the design of all promotional materials, including posters, flyers, postcards, vinyl banners, magazine and newspaper ads.
- Videography and creator of the Opera House YouTube Channel.
- Email campaigns, radio advertising, press releases and digital ads.

GRAPHIC DESIGN SALES



SKILLS

Adobe Creative Suite
Content creation
Video production and editing

- Premiere Pro
- DaVinci Resolve

Project management
Storytelling
Trend research
Print and web marketing
Website design
Graphic design
Photography
Copywriting
Proofreading
Event planning
Tradeshow experience

Love to talk food

CHRISTINA FOGAL

EDUCATION

University of Wisconsin-Stevens Point
BFA Graphic Design Emphasis | 1995
Art History Minor

University of Wisconsin-Milwaukee
Art Major | 1990-1991

Stevens Point Area Senior High School
Diploma | 1990



WORK EXPERIENCE (CONTINUED)

OWNER

CF Designs
May 2001 - January 2019

- Fabrication and sales of handcrafted brass and resin art jewelry pieces for women's boutique fashion stores of Chicago, Milwaukee, St. Joseph and New Holland. Clients included: Mary Walter, Cotelac, Grays and Celeste Turner.
- Website design with consistent refresh and updates.
- Photography and marketing materials of jewelry pieces.

LEAD GRAPHIC DESIGNER

Women's Health Newsletter Direct
April 1998 - May 2001

- Design and layout of print publications for health and medical field.
- Brainstorm new ideas for clients and maintain established brands.
- Logo concept and design.
- Maintained websites for several clients.

LEAD GRAPHIC DESIGNER

General Learning
April 1997 - April 1998

- Publication design and layout of Weekly Reader Magazine, "Current Health," for Grades 11-12.
- Worked with client to promote new ideas while maintaining existing brand.
- Designed photo shoots and commissioned artists within a budget.

GRAPHIC DESIGNER

Eastbay
April 1995 - April 1997

- Design and layout of team sports division for Eastbay sports apparel magazines and catalogs.
- Edited and proofread layouts.
- Prepared final layout for publication.

REFERENCES

Available upon request.

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