



## SUMMARY

Dynamic and results-oriented Creative Designer with extensive experience in leading high-impact design projects, developing creative strategies, and delivering visually stunning brand assets. Proven ability to elevate brand identity through refined and scalable design solutions, collaborating across teams to maintain a consistent visual language and enhance business growth. Expertise in typography, layout, and digital design, ensuring cohesive branding across diverse platforms.

---

## CONTACT

lianne.alcon@gmail.com  
+1 631 678 6196  
alconportfolio.com  
linkedin.com/in/liannealcon

---

## SKILLS

Adobe Creative Suite  
Art Direction  
Typography & Layout Design  
Creative Strategy Development  
Video & Photo Editing  
Motion Graphics  
Brand Campaign Execution  
Multichannel Marketing  
Project Management  
Web & Print Design

---

## EDUCATION

Bachelor of Fine Arts  
Shawnee State University | 2001

---

## LANGUAGES

English - Fluent  
Spanish -Fluent  
French - Beginner

## EXPERIENCE

### Freelance Creative & Marketing Specialist

Remote | November 2010 - Present

Provide creative direction, graphic design, and marketing strategy for clients across luxury real estate, publishing, nonprofits, private clubs, and lifestyle brands. Projects span print, digital, and experiential marketing with a focus on delivering engaging, brand-aligned solutions.

*I've had many clients in the past 14+ years but here are some of note:*

#### **Sotheby's International Realty - Freelance Sr. Marketing Designer**

Led creative projects across digital and print platforms, producing polished campaigns for property launches, agent branding, and luxury lifestyle marketing. Designed brochures, direct mail, social media assets, and video presentations, driving a 50% increase in engagement. Implemented a Digital Asset Management system, improving efficiency by 35%. Developed adaptive templates using AI-driven workflows, increasing production consistency by 30%.

#### **Purist Magazine - Ad Designer**

Designed full-page and multi-page advertising spreads for luxury, wellness, and lifestyle brands. Ensured alignment with editorial direction and magazine aesthetic.

#### **Save Sag Harbor – E-Newsletter Creator**

Designed and produced monthly newsletters in collaboration with board members. Enhanced member communication through visually engaging layouts and effective email distribution.

#### **The Voter Chronicle – Quarterly Newsletter Designer**

Managed design and layout, coordinated article placement, and prepared print-ready files. Liaised with printers to ensure accuracy and on-time delivery.

#### **Cape Cod National Golf Club – Marketing & Design Specialist**

Designed and distributed weekly e-newsletters for members highlighting tournaments, activities, and club updates. Created event collateral including flyers, menus, scoreboards, merchandise, and digital displays. Produced and edited videos, managed website updates, and strengthened overall brand presence. Developed campaigns supporting philanthropic initiatives such as the Francis Quimet Scholarship Fund.

#### **Logo Design – Various Clients including FL Dept. of Agriculture**

Designed logos and brand identities for startups, nonprofits, and small businesses. Created scalable branding systems adaptable for print, digital, and merchandise. Delivered design packages with style guides to ensure long-term brand consistency.

#### **Textile & Pattern Design– Various Clients including Title Nine**

Designed original fabric patterns for personal clothing line. Collaborated with Blue Boa Studio, LLC in New York City and Title Nine in California on fabric designs used in custom garments and accessories.

### **Creative Director – Dan's Hamptons Media**

Bridgehampton, NY | February 2009 – November 2010

Directed a full redesign of the company's web and print assets, increasing traffic by 20%. Developed advertising campaigns and promotional materials that boosted sales by 25%. Launched a new publication that generated \$1M in first-year revenue.

### **Creative Director – Hampton Style**

Southampton, NY | Jul 2006 – Feb 2009

Rebranded Hampton Style, achieving a 40% increase in engagement and 20% rise in ad revenue. Designed luxury brochures, invitations, and promotional campaigns maintaining consistent brand elegance.