

NAOMI SNOOK

SENIOR GRAPHIC DESIGNER

WORK EXPERIENCE

Marcus and Millichap - IPA Division, New York City, NY

Senior Graphic Designer // March 2021 - Current

- Design over 40 high-quality commercial real estate marketing materials for print and digital platforms per year, focusing on the retail, office, and industrial sectors.
- Develop custom maps, site plans, email campaigns, and presentation graphics to meet client needs.
- Manage all project phases, including intake, progress tracking, and reporting, ensuring deadlines are met, ranging from 5 days to 12 weeks.
- Maintain corporate brand consistency while bringing fresh, creative ideas to the table.
- Developed visually engaging graphic content for over 20 email campaigns and client correspondence pieces, elevating open rates and enhancing overall communication effectiveness with clients.
- Collaborate closely with agents, financial analysts, researchers, fellow designers, and external vendors to ensure timely project completion.
- Delivered outstanding client service with a strong focus on detail, aligning design projects with current trends and best practices.
- Thrive in a fast-paced, high-volume environment, providing support to agents across all four U.S. time zones.

JLL (HFF, L.P.), New York City, NY

Senior Graphic Designer // January 2013 - March 2021

- Create and edit offering memorandums (30-100 page books), RFPs, BOVs, and marketing packages, including layout design, maps, aerial images, logos, floor plans, and infographics.
- Spearheaded graphic design projects from initial concept to final delivery, ensuring 100% accuracy in file preparation for print.
- Coordinated up to ten simultaneous projects within compressed timelines during peak periods.
- Coordinate with third-party vendors for outsourced marketing components and deal-closing gifts.
- Championed cost-effective strategies that maximized impact from allocated budgets for promotional materials, achieving an annual savings exceeding \$50k without compromising creative quality or project timelines.
- Collaborate with the Art Director to develop new processes that enhance communication and productivity across teams and the office as a whole.

Aronson's Floor Covering, New York City, NY

Project Manager // November 2010 - January 2013

- Leverage creative expertise to coordinate with over 50 interior designers, architects, contractors, and walk-in clients to identify flooring options that best suit needs and vision.
- Managed logistics and scheduling for ~\$100k worth of material procurement; maintained adherence to timelines which resulted in zero budget overruns throughout all managed projects during tenure.

Universal American, Solon, OH

Graphic Designer // May 2007-October 2010

- Design and produce comprehensive marketing kits, enrollment materials, engagement collateral, and detailed medical booklets for distribution to over 1.9 million members.
- Convert copy and outlines into visually compelling content, ensuring alignment with parent company branding standards and compliance with government regulations.
- Create visual themes and graphic assets for key corporate events, enrollment campaigns, sales functions, and internal marketing initiatives.

CONTACT



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naomisnook

EDUCATION

The University of Akron // Akron, Ohio

Mary Schiller Myers School of Art

Bachelor of Fine Arts

Graphic Design, May 2008

SKILLS

Graphic Design Software

- Adobe InDesign (Expert)
- Adobe Illustrator (Expert)
- Adobe Photoshop
- Adobe Acrobat
- Figma (Training)
- MapCreator/Maps4News
- Canva

Project Management Tools

- Asana
- Salesforce
- Trello

Marketing Techniques

- Digital Marketing Strategies
- Email Marketing Campaigns
- Brand Development
- Visual Communication
- Infographic Design