

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.
- Crafted over 100 custom maps and site plans, email campaigns, and presentation graphics annually, focusing on client specifications.
- Managed all project phases, including intake, progress tracking, and reporting, ensuring 100% on-time delivery within timelines 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.
- Coordinated with over 10 agents, financial analysts, and external vendors to streamline project workflows; achieved a consistent on-time delivery rate of 95% across all graphic design projects implemented in the past year.
- 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.
- Improved outsourcing relationships resulting in seamless integration of design elements into campaign materials and closed deal awards.
- 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.
- Developed comprehensive documentation alongside the Art Director for interdepartmental procedures; improved on-boarding efficiency resulting in reduced ramp-up time for new hires from 12 weeks to six weeks over one year.

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.
- Streamlined logistics and scheduling for ~\$100k worth of material procurement; maintained adherence to timelines which resulted in zero budget overruns throughout all 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.
- Transformed copy and outlines into visually compelling content, ensuring alignment with parent company branding standards and 100% compliance with government regulations.


CONTACT

 Brooklyn, NY

 +1 440.478.6714

 naomi.snook@gmail.com

 www.naomisnook.com

 naomisnook

EDUCATION

The University of Akron // Akron, Ohio

Mary Schiller Myers School of Art

Bachelor of Fine Arts, Graphic Design

SKILLS

Graphic Design Software

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

Project Management Tools

- Asana
- Salesforce
- Trello

Collaboration and Workflow Optimization

- Cross-functional Team Collaboration
- Project Coordination

Marketing Techniques

- Infographic Design
- Email Marketing Campaigns
- Visual Communication