



## EDUCATION

**Boston University**, Boston, MA  
M.F.A. in Graphic Design, May 2012

**Cabrini University**, Radnor, PA  
B.A. in Graphic Design, May 2009

## SKILLS

Adobe Photoshop • Adobe Illustrator  
Adobe InDesign • Adobe Flash  
Adobe Dreamweaver • Adobe After Effects  
Adobe Acrobat Professional  
Microsoft Word • Microsoft PowerPoint  
Photography • Illustration • Logo Design  
Page Layout Design • Branding  
Motion Design • Web Design • Basic HTML/CSS  
Wireframing • Storyboarding • Prototyping  
Brainstorming • Conceptualizing  
Photo Research • Problem Solving  
Basic Online Marketing  
• Social Media Content Design  
Social Media Marketing • Pinterest Marketing  
Email Marketing • Social Media Management  
Bohemian Sketch • Trello • WordPress  
Customer Service • Sales • Shopify

## HONORS & AWARDS

T-Shirt Design Finalist and Runner-up  
**She's the First**, September 2012  
Received runner-up recognition in the She's the First's 2nd Annual Tie-Dye Cupcake Bake-Off T-shirt Contest. The design was made into a shirt and sold online where 100% of the profits sponsored girls' education in developing countries.

## LET'S CONNECT!



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## DESIGN WORK EXPERIENCE

### Freelance Graphic Designer

Boston, MA | 2011 - Present

- Created the website for Koncius Digital Marketing (Jun. '15 - Mar. '16) in collaboration with jRitt Interactive.
- Redesigned the homepages for the luxury personalized fashion e-retailers Butterscotch Blankees (Winter '15) & Nik's Naks (Summer/Fall '15), and continue to seasonally create new homepage heroes for Nik's Naks ('17).
- Freelanced as a Design Temp for a Boston commercial real-estate firm through The Creative Group for 1 week in May '15 designing tour cards, colorizing floor plan layouts, making text edits to content, and doing photo research.
- Redesigned the take-out menu for Boston's own Upper Crust Pizzeria for the Summer '14 - Summer '15 season.
- Designed the logo, Facebook cover photo, and various Facebook graphics for an off-campus lifestyle start-up. Other activities in the project included social media & design consulting, researching target-audience (college-aged) appropriate content, writing & posting Facebook content, and etc (Fall '14).
- Current and past projects include logo design, branding, website heroes & headers, digital production work, brochures, display ads, email blasts, PowerPoint presentations, infographics, and visual content for social media for a variety of industries including e-commerce fashion & retail, health, entertainment, hospitality, nonprofit organizations, and startups.

### Designer at Pepper Gang Digital Marketing

Cambridge, MA | July 30, 2013 - March 21, 2014

- Designed a variety of web and print marketing collateral for the company and their clients including included infographics, display ads, web banners, email blasts, landing pages, brochures, white papers, and visual content for social media.
- Uploaded visual content to the server, Wordpress, and iContact.
- Maintained the Pinterest boards for all client accounts: pinned visually informative content to the boards, utilized url tagging, and interacted with relevant Pinterest users.

### Design Intern at Her Campus Media, LLC

Boston, MA | April 30, 2013 - September 2013

- Designed various holiday takeover designs, memes, and infographics.
- Photo research for various design projects and for A/B Image Testing.
- Performed a number of successful A/B Image tests using the Visual Revenue platform.
- Designed the logo for the Her Campus High School Ambassador Program.

March 20, 2012 - May 31, 2012

- Uploaded, formatted, and scheduled weekly content to the Style and High School sections of HerCampus.com.
- Compiled, formatted, and scheduled a weekly slideshow content package to the Love section of the site.
- Designed a variety of web pieces in Photoshop including site takeover designs, internal advertisements, rep images for the Style articles, and e-mail graphics.



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[linkedin.com/in/christinamastro](https://www.linkedin.com/in/christinamastro)

## RETAIL WORK EXPERIENCE

### Sales Associate at The Red Wagon

Boston, MA | February 1, 2018 - December 14, 2020

- Working independently & as a team at the children's boutique in Beacon Hill, daily responsibilities included but not limited to:
- Greet each and every customer upon entry and attend to customer needs, engaging with the customer to help them pick out the perfect gift, answer customer questions, and ringing up orders whether it be by telephone, email, Instagram, or directly in the store.
- Creatively stylize, photograph, and make captions for new & trending merchandise to showcase on Instagram Stories.  
Unpack shipments, create tags in Shopify, tag & fold merchandise, add new products to Shopify & update the inventory.
- Prepare orders for shipment — whether the merchandise be neatly placed in gift tissue with a hand-written thank you note, or gift wrapped upon request with a gift message, placing in shipment bags, fulfilling the order with a shipping label through Shopify, and take orders to the post office & occasionally neighborhood door step delivery.
- Creatively merchandise store displays and update face-outs & window mannequins with the newest styles for the season to help drive sales, and reorganize shelves to create a pleasurable, shoppable experience.
- Complete opening & closing tasks such as count the draw, fill out paperwork, vacuum, go to the bank to get change, size & straighten merchandise, make gift boxes, and sticker shopping bags with The Red Wagon logo label.

### Part-time Merchandise Associate at T.J. Maxx

Brookline, MA | November 10, 2017 - Present

- Front-End/Returns Associate, occasionally working the jewelry counter & attending to the fitting room, and participating in the yearly Inventory count.

### Sales Associate at Pier 1 Imports

Brookline, MA | March 21, 2016 - August 28, 2017

- Greeted customers and provided them with information about sales & events happening within the store and ensuring that they find the perfect home decor, dinnerware, and furniture to fit their needs.
- Responsibilities included, but were not limited to: running the cash wrap, processing customer payments, tagging merchandise, and maintaining visual displays.
- Picked, processed, and packaged online Google Express orders as well as Pier1.com Store Pickup orders.
- Awarded Sales Associate of the Quarter in June '16 and Jan. '17 for creating customer loyalty by being consistent in greeting customers, enrolling customers in the membership program, and opening My Pier 1 Rewards Credit Cards.

### Certified Custom Framing Specialist at A.C. Moore

Royersford, PA | July 24, 2009 - August 22, 2010

- Designed the framing/matting for customers' original artwork, photography, and prints by utilizing the latest fashion trends in custom framing.
- Worked on in-house framing jobs that included matting the art work, putting on the dust cover, and the hanging wire on the framed piece.
- Filled out status reports, shipped and received deliveries, operated the cash register, called customers, and sent faxes/emails to the supplier daily for order questions and updates.