

Christopher Silva

Graphic Designer & Illustrator

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Professional Experience

Digital Content Producer, Rothco

2024 – 2025 | Ronkonkoma, N.Y

- Designed and created cohesive brand assets across digital platforms, reflecting lifestyle-driven branding.
- Create content and collateral, in partnership with Brand Marketing, to support product launches and ongoing marketing efforts.
- Maintained an up to date, streamlined library of marketing assets.
- Assisted with post-production tasks for photoshoots, including editing, resizing, and retouching photos as needed.
- Reviewed and refined marketing content to align with brand voice and messaging guidelines.
- Contributed to daily marketing initiatives, supporting content strategy and campaign execution.

Multimedia Design Specialist, Vee International

2022 – 2023 | Garden City, N.Y

- Led photo retouching and videography projects, refining visual content for diverse media platforms.
- Specialized in storyboarding for video productions, ensuring a cohesive and engaging narrative.
- Developed digital assets for print and web collateral, aligning with brand standards.
- Created dynamic marketing ads, contributing to successful advertising campaigns.
- Designed innovative package concepts, enhancing product presentation and market appeal

Graphic Design and Digital Media Specialist, VOXX International 2019 – 2022 | Hauppague, N.Y

- Spearheaded creation and editing of product images and web banners, optimizing online visual presentation.
- Designed comprehensive marketing materials, including catalogs, sell sheets, logos, packaging, and email designs.
- Streamlined organization and silhouetting of product imagery for seamless integration into web and print assets.

Digital Marketing and Media Coordinator, Sam Ash Music

2016 – 2019 | Hicksville, N.Y

- Developed and edited product images and web banners, enhancing online visual appeal.
- Created effective marketing ads, utilizing platforms like Steelhouse and Google Ads for targeted campaigns.
- Managed the organization and silhouetting of product images for web display and catalog inclusion.
- Edited video content to enhance viewer engagement, including creating custom overlays and branded bumpers.

Creative Design Lead, Tempo Industries

2014 – 2016 | Westbury, N.Y

- Skillfully designed and executed email marketing campaigns, driving customer engagement and response rates.
- Ensured the precision and quality of proofs for all marketing materials, maintaining brand consistency.
- Oversaw overseas production workflows, ensuring quality standards and on-time delivery.
- Partnered with cross-functional teams to streamline operations, boosting productivity across departments.

Education

Bachelor of Fine Arts, Briarcliffe College

Majors: Graphic Design and Illustration

2009 – 2012 | Bethpage, N.Y

Skills

Design & Editing: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere

Video & Motion Graphics: Video Editing, Storyboarding, Motion Graphics

E-Commerce Platforms: EPS, SAGE

Marketing Tools: Google Ads, Steelhouse

Production Knowledge: Print Design, Packaging, Photo Retouching, Web Collateral