



# CHRISTOPHER SPADARO

## DIGITAL DESIGN & MARKETING

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Web: [www.cspadaro.com](http://www.cspadaro.com)

## SKILLS

Creativity

Communication

Problem Solving

Dependable

Time Management

Collaboration

Adobe Creative Suite

HTML and CSS

## ABOUT ME

Digital design specialist with over 10 years of experience, managing various projects and campaigns from conceptual development to execution. Highly creative problem-solver with proven ability to work well within a team, and independently.

Highly proficient with design applications within Adobe Creative Suite, and a strong working knowledge of HTML, CSS, and content management systems.

## WORK EXPERIENCE

### External Service Provider 2020-2022 Siemens Healthineers

Supported the migration of more than 50 websites, and over 300k web pages to a different content management system. Assisted stakeholders, and key account managers with the execution of digital campaigns that encompassed multiple drive-to channels including search, digital & social advertising, and email.

### Freelance Digital Specialist 2018-2020 [cspadaro.com](http://cspadaro.com)

Work with small businesses to set up achievable goals and create a digital strategy to map the journey. Develop engaging content for articles, posts, and social media that resonates with the target audience. Ensure consistent use of branding across both web and print applications.

### Web and Graphic Designer 2012-2018 Mambo Sprouts Marketing

Created and managed digital assets for use across all channels. Worked closely with clients to ensure marketing materials were correctly aligned with their company's brand identity. Assisted in the marketing and sales efforts for both digital and print programs. Managed digital campaigns across all company channels.

## EDUCATION

The Art Institute of Philadelphia 2008-2010  
Bachelor of Science - Graphic Design