



CHRISTOPHER SPADARO

DIGITAL DESIGN & MARKETING

Phone: 484-730-1920

Email: contact@cspadaro.com

Web: www.cspadaro.com

SKILLS

HTML

CSS

PHP

WordPress

Photoshop

Illustrator

InDesign

Premiere Pro

ABOUT ME

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

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

WORK EXPERIENCE

Digital Marketing Professional 2020-2022 Siemens Healthineers (contract)

- Supported the migration of more than 50 Siemens Healthineers websites with more than 300k web pages into a new content management system.
- Partnered with key account managers and various stakeholders to drive the execution of digital campaigns including search, digital & social advertising, and email.

Web and Graphic Designer 2012-2018 Mambo Sprouts Marketing

- Created and executed social media campaigns which increased social reach for all platforms, most notably Facebook gained 42k followers.
- Led email marketing campaign efforts that resulted in an increase in both open rates (17-20%) and click rates (2-3%).
- Created and managed original content & digital assets for use across various platforms.
- Worked closely with clients to ensure marketing materials were correctly aligned with their company's brand identity.

EDUCATION

The Art Institute of Philadelphia 2008-2010

Bachelor of Science - Graphic Design