

SUZZETTE FREEDLANDER

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EXPERIENCE

SENIOR GRAPHIC DESIGNER

HELEN OF TROY BEAUTY & WELLNESS, MA JUNE 2018 TO PRESENT

- Design, conceptualize and deliver digital assets for brand.com, retail.com, social media, content calendar campaigns, and email communications.
- Execute print-ready layouts for packaging and related content, ensuring alignment with brand guidelines.
- Spearhead the implementation of innovative digital processes, enhancing workflow efficiency.
- Oversee the configuration, organization, maintenance, and training of users on the new Aprimo digital asset management system, including the successful transition from Xinet.
- Act as the primary point person for troubleshooting digital asset management systems.
- Provide leadership to freelancers, collaborate with vendors, and work closely with cross-functional teams to achieve organizational objectives.

GRAPHIC DESIGNER AND PRODUCTION MANAGER

KAZ, INC. (HELEN OF TROY), MA FEBRUARY 2005 TO JUNE 2018

- Executed artwork for components such as packaging, displays, POP, and Owner's Manuals across global regions (US, Canada, Latin America, and EMEA), adhering to brand guidelines within health and wellness products (Honeywell, Braun, Vicks, PUR).
- Played a pivotal role as a Production Manager for the Canada and Latin America regions, overseeing the creation of schedules, managing trafficking logistics, and developing budgets to ensure streamlined operations.
- Directed and organized impactful photoshoots, contributing to the creative process by developing storyboards, retouching, and selecting impactful visuals.
- Demonstrated proficiency in maintaining our digital asset management system and providing training to users, ensuring optimal utilization and accessibility of digital resources.
- Transitioned from a freelancer role to a full-time employee in June 2012.

SENIOR DESIGNER

SIR SPEEDY PRINTING, MA SEPTEMBER 2001 TO DECEMBER 2004

- Collaborated within a two-person design department on diverse design projects, conceptualizing designs, presentations, engaging in client meetings and proficiently operating various equipment, including copiers and printing presses.

CREATIVE DIRECTOR

DESIGNER'S SPOT, MA MAY 1999 TO MAY 2015

- Spearheaded comprehensive design initiatives encompassing graphic design, branding, logo development, brochure and catalog design, POP/trade show advertising, photography, retouching, multilingual projects, invitations, photoshoot coordination, and website development.
- Worked with diverse array of clients including Pratt & Whitney, The Clean Machine, Marian High School, The American BBQ, Performing Art Center of MetroWest, Wall Street Journal Real Estate Section, Allure Invitations, Swipe It, The Chicken Bone, Honeywell, Jewish Family Service, Stone Ridge Properties, Simplicity, etc.

ART DIRECTOR

CHISWICK (NEBS), MA SEPTEMBER 1996 TO MAY 1999

- Managed the production of seven monthly catalogs, overseeing the entire process from photography, execution and custom artwork designs to coordinating requests for custom printing in a packaging supply company.

DESIGNER

SIMPLICITY PATTERN COMPANY, NYC SEPTEMBER 1994 TO MAY 1996

- Contributed to a fashion company's creative endeavors, focusing on the design of an array of craft books, home decor items, crafts, pattern books, fashion catalogs, and various other projects.
- Assisted on photoshoots and retouched photography.

JR. DESIGNER AND EDITOR

COMING ATTRACTIONS MAGAZINE, NJ JUNE 1993 TO JULY 1994

- Designed layouts, wrote articles, conducted interviews for a movie/video magazine.

ACTIVITIES

VICE PRESIDENT OF EDUCATION

TEMPLE ISRAEL OF NATICK

MAY 2023 - JUNE 2025

- Serve as an executive board position providing support, oversight, and guidance to the Nursery School, Religious School, and Youth programs. Played a key role in the search committee for the Interim Religious School Director and Religious School Director positions.

SISTERHOOD

TEMPLE ISRAEL OF NATICK

JUNE 2014 - JUNE 2023

- Positions held: Hospitality Coordinator, VP of Ways and Means, Donor Dinners, Thank You Program (Leagrams), Youth Liaison.
- Each positions held for 2 and 3 years.

UNITED SYNAGOGUE YOUTH (USY) CHAIR NATICK USY CHAPTER

SEPTEMBER 2016 - JUNE 2023

- Oversee the youth committee, organize events, and budget. Work closely with Youth Director.
- Events throughout the year are: Purim Carnival, Trivia Night, USY Shabbat Dinners and Luncheons, Dinners, Lounges, Programming and more.

CONSTANT CONTACT EMAIL MARKETER

TEMPLE ISRAEL OF NATICK

JULY 2018 - JANUARY 2023

- Develop, design and publish weekly constant contact emails working closely with all branches within the temple.

TECHNICAL SKILLS

Adobe Creative Cloud Suite, After Effects, Agile, Aprimo, Asana, Adobe XD, Constant Contact, Figma, HubSpot, Microsoft Suite, Premiere Pro, Wordpress, WorkFlow by Design, Zoom

CERTIFICATIONS

SIMPLIV TRAINING COURSE

DIGITAL MARKETING

MARCH 2023

- Increased my knowledge on SEO and Keywords, Social Media optimization, Search Engine Marketing and Google Analytics.

EDUCATION

BACHELOR OF ARTS

UNIVERSITY OF HARTFORD, CT

- Major: Communications, Advertising
Graphic Design
- Minor: Computer Science