

JUSTIN STANEK

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justinstanek.com

EDUCATION

The Pennsylvania State University

Bachelor of Arts in Advertising

Minor in Graphic Design

May 2024 | GPA: 3.87

SKILLS

Graphic Design: Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator, AfterEffects, Premiere, XD), Microsoft Office (Word, PowerPoint, Excel)

Social Media Management: Content creation, UGC, engagement strategies

Marketing & Communication: Project coordination, marketing package assembly, proposal preparation, content development, MS Teams, Monday

Organizational Skills: Superior attention to detail, multitasking, meeting deadlines, file organization

Customer Service: Strong interpersonal skills, client interaction, professional representation

CERTIFICATIONS

Adobe Certified Professional in Graphic Design & Illustration Using Adobe Illustrator

Issued Dec 2022 by Adobe

Hootsuite Platform Certification

Issued Feb 2024 by Hootsuite Academy

Digital Ethics Certification

Issued April 2024 by Arthur Page Center

Microsoft Excel Certification

Issued January 2024 by LinkedIn Learning

EXPERIENCE

Media & Design Specialist

Flynn's Tire Group | August 2024 - Present

- Design and animate assets for TV, social, and digital campaigns across 30+ locations
- Develop engaging landing page elements and marketing visuals to support brand goals
- Monitor social engagement and analytics to help optimize creative for performance
- Write copy and manage graphics for localized SEO across platforms

Executive Designer

CommAgency | August 2022 - August 2024

- Promoted to lead design team and art direct visual assets across print, social, and digital
- Led brainstorming sessions and provided strategic design direction
- Built and maintained brand toolkits and marketing decks for internal and external use

Creative Advertising Intern

Flynn's Tire Group | Summer 2023

- Concepted and pitched a full website redesign focused on improving user flow
- Created performance-focused email and social assets in Illustrator and Photoshop
- Supported development of brand voice and editorial guidelines

Graphic Design & Social Media Intern

Gameday Barbell | June 2022 - December 2022

- Designed content that boosted Instagram engagement by 50%
- Contributed art direction ideas for merchandise drops and visual identity

Freelance Graphic Designer

Self-Employed | 2022 - Present

- Provide branding, design, and social content for startups and small businesses
- Manage multiple clients with competing timelines, balancing vision and execution
- Conduct research on market positioning, visual trends, and creative strategy