

ALEX BERG

 Graphic Design  San Francisco  (508) 951-5273  alexandra.q.berg@gmail.com  [Portfolio](#)  [LinkedIn](#)

PROFESSIONAL SUMMARY

Graphic Designer with 3+ years of experience. Proven track record in increasing online audiences by 31% through compelling designs and creating fundraising event assets that led to a net revenue of over \$100K. Skilled in print and digital designs for marketing, events, and websites. Known for exceptional communication and superb project management.

WORK EXPERIENCE

Freelance Graphic Designer & Illustrator

January 2022 - Present

- Designing for Enterprise for Youth's fundraising gala, Heroes at Work 2025
- Designed paid Meta ads for a client in the education space
- Developed the brand guidelines, content strategy, and brand voice for a budding start-up
- Wrote blogs, FAQs, and product descriptions for the mental health and entertainment industries

Enterprise for Youth: Communications & Design Manager

January 2024 - December 2024

- Led all brand strategies for our website, graphic design, social media, and email marketing
- Designed engaging monthly newsletters in Constant Contact with an average open rate of 48%
- Grew all social media channels by 31% through creative and compelling designs.
- Redesigned and optimized our website for a better user experience using Squarespace
- Directed all asset and digital designs for our fundraising gala, resulting in a net revenue of over \$100K

Enterprise for Youth: Communications Associate

July 2022 - January 2024

- Created relevant social media content and designs
- Aligned our donor and program branding for the website, blog, email, and social media

Elevate Labs: Community Manager

November 2020 - January 2022

- Developed designs for the social media communities of two brands (Balance and Elevate), totaling 174k followers
- Collaborated with meditation coaches to create new content strategies

Elevate Labs: Content Operations Specialist

February 2019 - November 2020

- Increased game variety by writing new Elevate game problems
- Crafted thought leadership blogs for the Elevate Grey Matter blog
- Ensured consistent email communications with our audiences
- Reported actionable insights that summarized user feedback

EDUCATION

Northeastern University | 2014 - 2018

D'Amore-McKim School of Business

Bachelor of Science Degree in Business

Administration | Concentration: Marketing

Participated in three full-time, six-month-long paid internships at SevenDesign, Black Duck Software, and Citizens Bank to grow my marketing and design experience

ADDITIONAL SKILLS

Hard skills: Adobe Creative Suite, Canva, Figma, Procreate, Sketch, Google Suite, Wix, Squarespace, Hootsuite, Sprout Social, Constant Contact, MailChimp

Soft skills: Communication, creative problem-solving, collaboration, organization, time management, attention to detail, problem-solving, leadership
