

# ALEXIS

DESIGNER & DIGITAL MARKETER



GRAPHIC DESIGN  
WEB DESIGN  
DIGITAL MARKETING

# ALEXIS FORTUNA CAOILI EXPERIENCE

## CREATIVE & PRODUCTION LEAD

**Forward Movement | Cincinnati, Ohio | May 2017 - Present**  
Design book covers, interiors, and marketing materials. Coordinate print services from procuring quotes to final production. Maintain brand identity and mission across all projects, designs, and campaigns.

## FREELANCE DESIGN & STRATEGY

**Cincinnati, Ohio | June 2012 - Present**  
Graphic design, web design including coding and implementation of websites, search engine optimization, and training clients to maintain their new site. Social media marketing and strategy.

## DIGITAL MARKETING MANAGER

**Mayerson JCC | Cincinnati, Ohio | September 2015 - April 2017**  
Maintain and update across all digital formats, including website, email marketing, and social media marketing. Research and strategy for this ever evolving industry and implement best practices.

## WEB DEVELOPER

**Diversified Ophthalmics | Cincinnati, Ohio | May 2014 - Sept 2015**  
Design and implement email marketing, build and maintain client websites, update and maintain multiple company websites, consult and plan social media marketing solutions, product photography and editing.

## WEB DESIGN & SOCIAL MEDIA

**ViewSource | Cincinnati, Ohio | May 2009 - April 2014**  
Web design, image production, maintaining and updating content for clients; creating, sending and managing invoices; creating and managing social media marketing program for clients.

# INTRO- DUCTION

As a graphic and web designer for over 9 years, I get paid every day to do what I love - create beautiful art and design. By staying ever curious and always learning, I work to stay on the pulse of an industry which is always in motion. Modern lines, delightful details, and a user-focused approach keep my portfolio full and my day busy!

When I'm not at my desk you can find me travelling the world, jumping into swimming holes, collecting very old jewelry, and chasing down every adventure this life has to offer. I love turning client's ideas into beautiful - and usable - design.



01.  
SPY SERIES

Cover Design

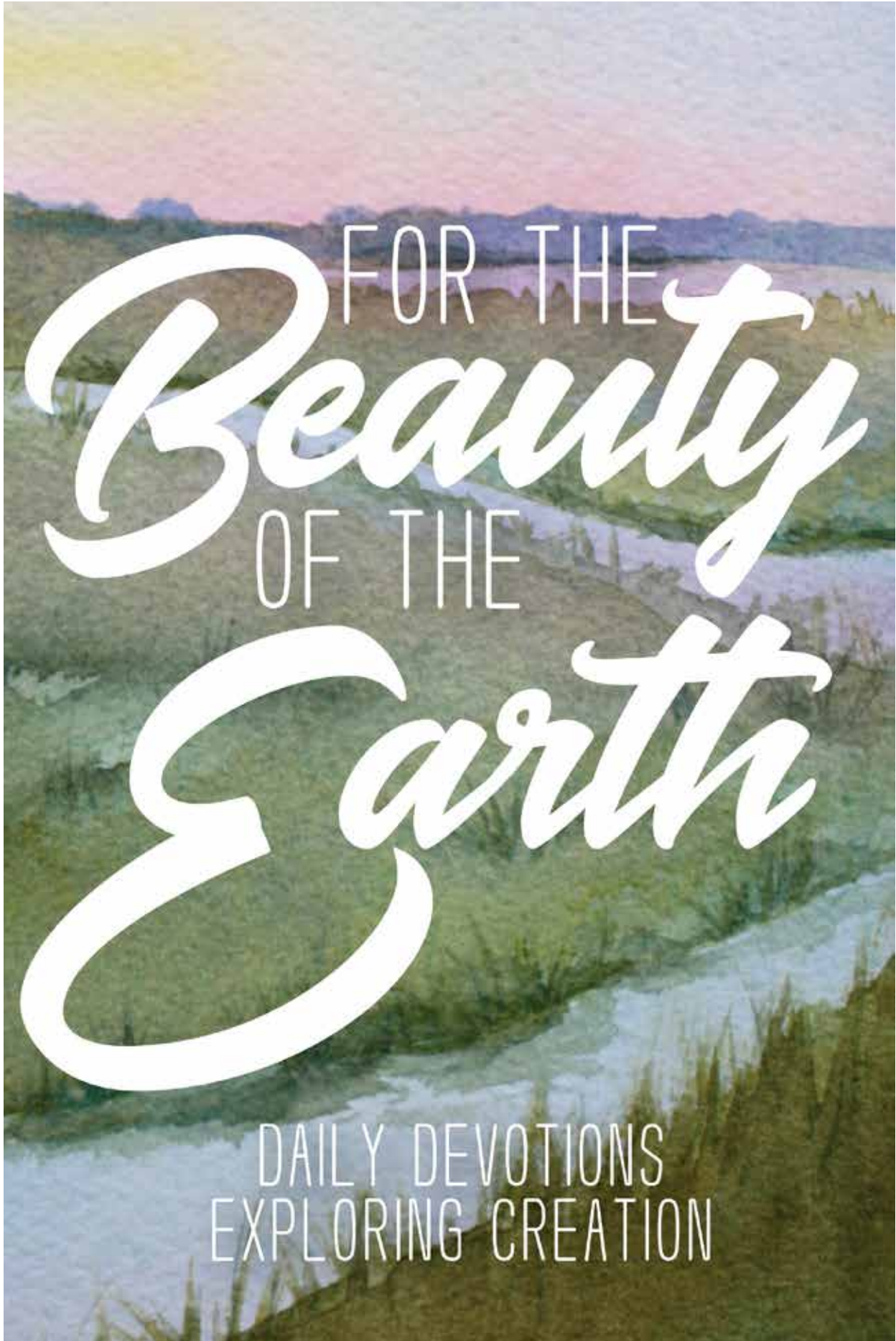
Interior Layout Design

Production & Printing

Creating the second book in the Bible Spy Series, while breathing new life into the first, this redesign brings excitement and buzz to this children’s book series.







02.

FOR THE BEAUTY  
OF THE EARTH



- Cover Design
- Interior Layout Design
- Production & Printing

2018 POLLY BOND  
AWARD WINNER:  
Award of Excellence



Branding

Logo Design

03.  
MLADY'S  
COUTURIER

"I have really struggled to find an image that truly expresses everything that I do. Alexis was understanding and visionary and helped put into life what I couldn't even put into words!"  
—Tabetha Cloke, Mlady's Couturier Owner



Alternatives  
with branding  
in mind - from  
invoices to  
clothing tags.



04.

ANNE SCHUSTER  
MASSAGE THERAPY

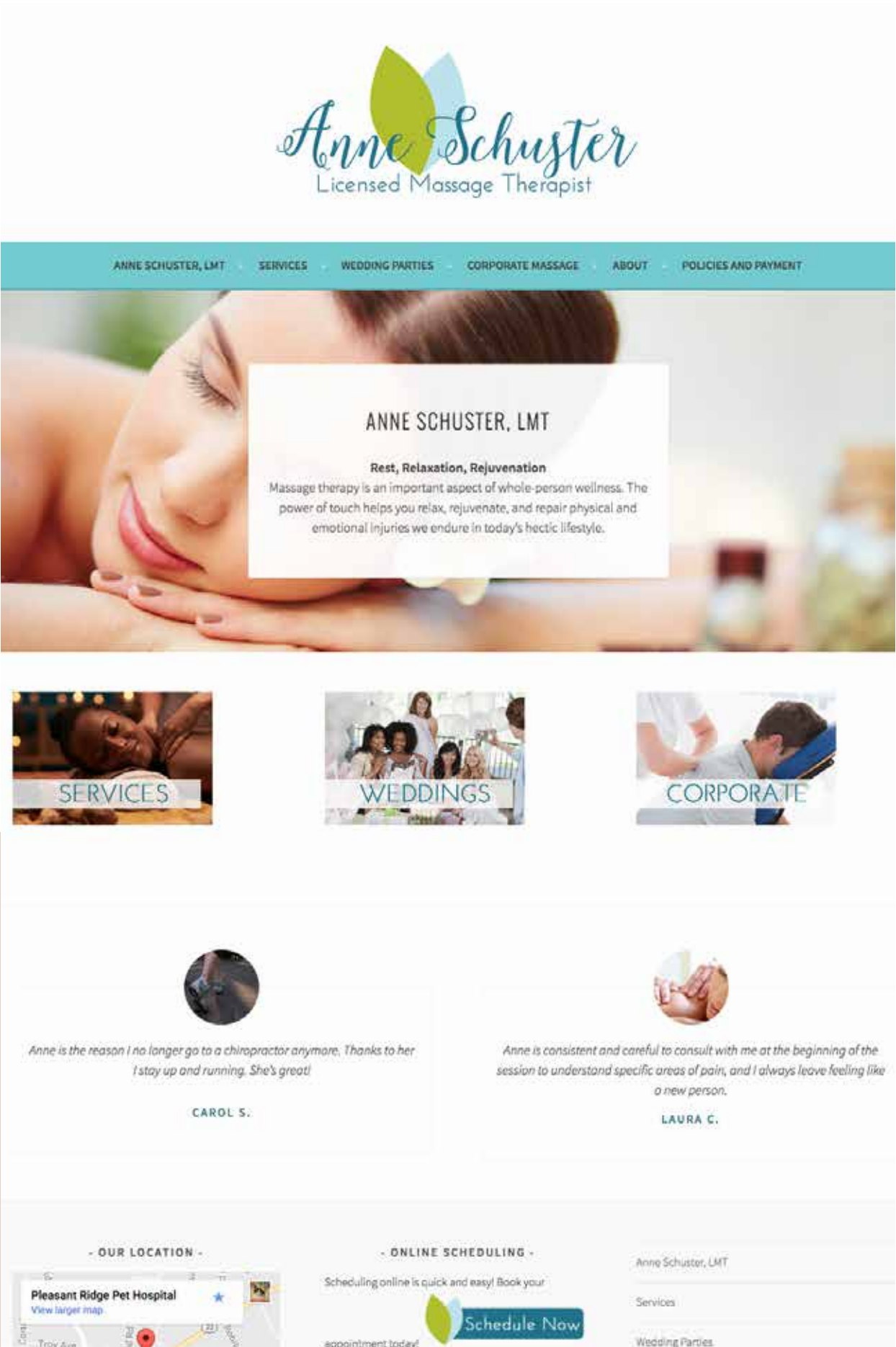
Branding

Logo Design

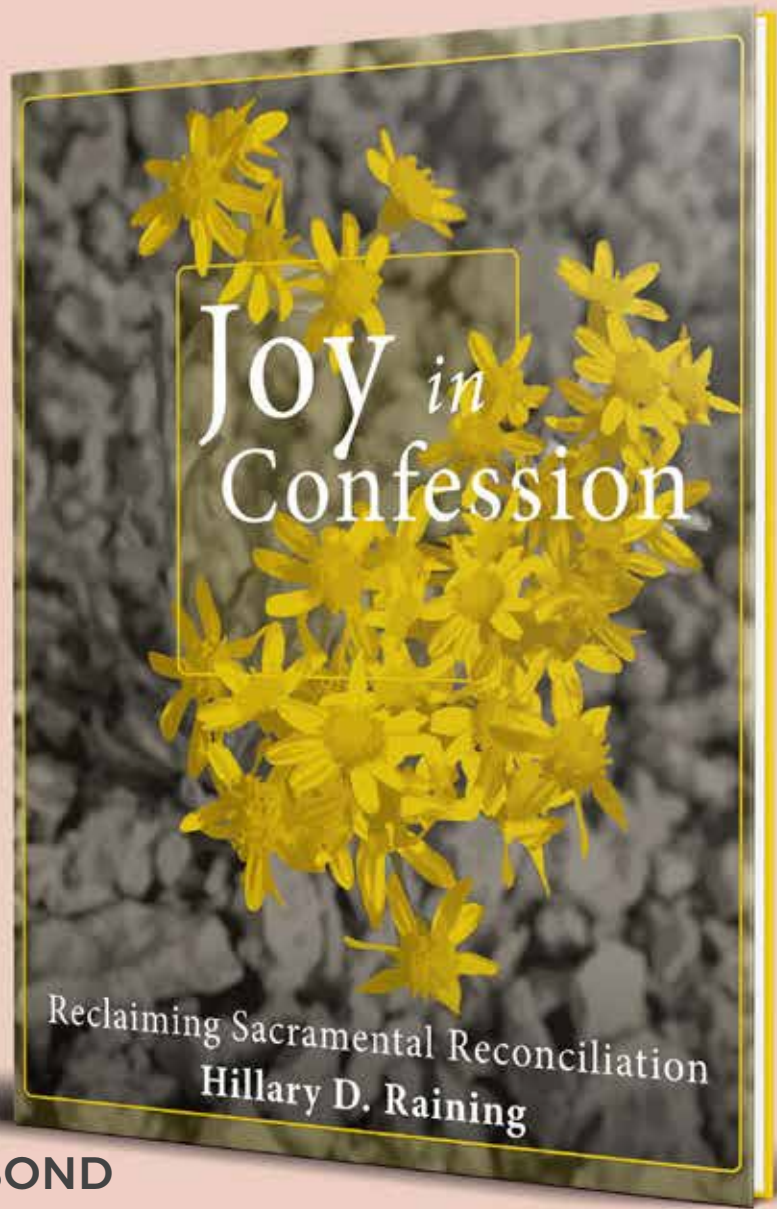
Web Design

Social Media Marketing

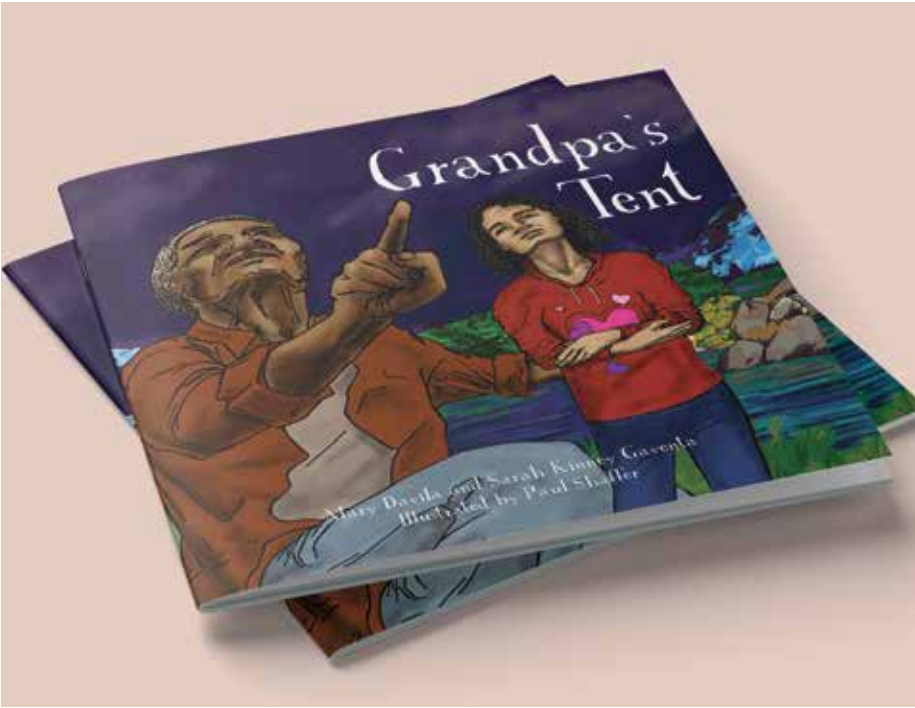
Print Marketing



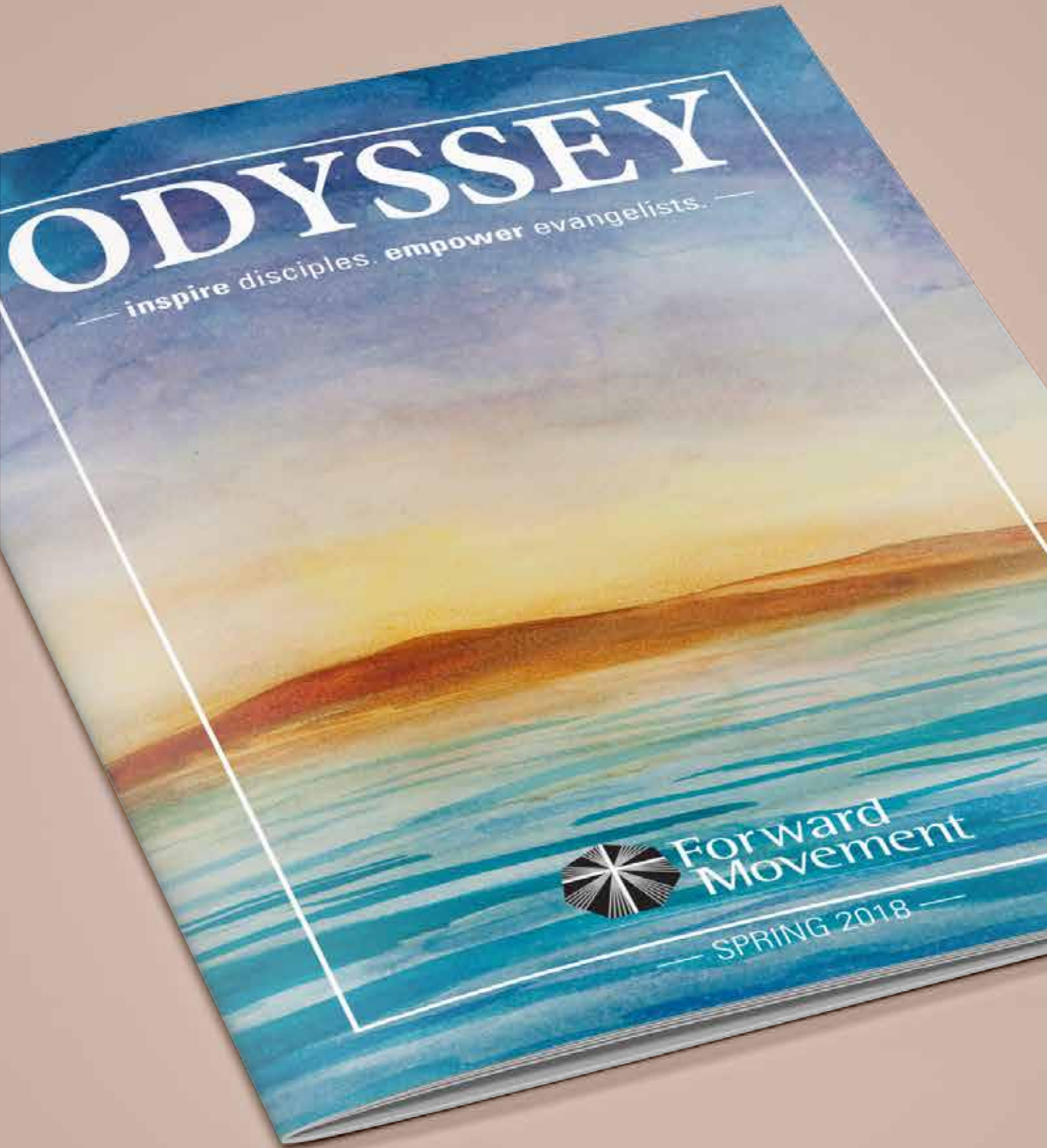
# DESIGN AND MARKETING



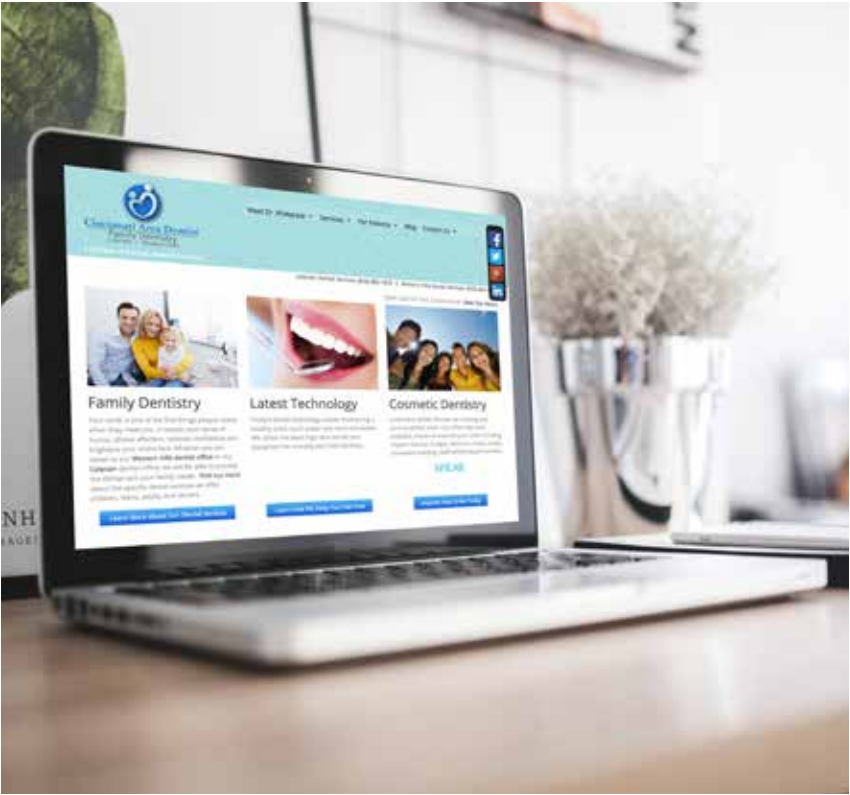
2018 POLLY BOND  
AWARD WINNER:  
Award of Merit













# ART IS LIFE IS DESIGN

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