

ZARINA CLARK
BRAND & MARKETING DESIGNER

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EXPERIENCE

CertifyOS

Marketing Manager, Design & Marketing Operations

Mar 2026 - Present

Promoted twice in three years to lead creative direction and marketing operations. Driving **AI integration across the marketing function** by building AI-powered workflows and tools that scale creative production, while owning **campaign ideation and execution**, visual strategy, web infrastructure, and the Knowledge Center.

Marketing Coordinator

June 2023 - Mar 2026

Delivered **150+ creative and campaign assets in 2025**, including the **Series B investor deck**, a **24-page company magazine**, and a full website relaunch. Cut creative turnaround from **3-4 weeks to under one week** and saved an estimated **\$15K-\$20K annually** by replacing vendor projects with in-house design. Owned event branding for national conferences.

Graphic Designer

Jan 2023 - June 2023

Translated campaign briefs into visuals across email, web, social, and events; built **HubSpot** email templates and the brand asset library that became the foundation for company-wide design systems.

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Graphic Designer

July 2022 - Jan 2023

Partnered with sales and demand gen to design **multi-channel campaigns** across email, social, landing pages, and events. Built HubSpot email templates, grew engagement across social channels, and coordinated print-ready event artwork with vendors to hit deadlines.

Silhouette

Graphic Designer

Feb 2022 - Jan 2023

Designed catalogs, POS displays, and ad campaigns for eyewear collections that lifted **product visibility, in-store sales, and brand recall**.

Urban Sprout

Lead Graphic Designer

July 2018 - Feb 2022

Led branding and packaging for a restaurant group over **3+ years**, building a **unified visual identity** from concept through production across digital and print, and rebuilding the social presence into a community-driven channel.

Freelance

Graphic Designer

July 2015 - Aug 2022

Ran a **7-year independent design practice**, delivering brand identities, Webflow and WordPress sites, publications, and large-scale campaigns for agencies and brands across CPG, tech, and nonprofit.

EDUCATION

Pasadena City College

Business, Management, Marketing, and Related Support Services

College of the Canyons

Design and Visual Communications

SKILLS

Brand & Creative

Brand Management, Creative Direction, Marketing Strategy, Campaign Management, Print Production, Event Branding

Tools & Platforms

Claude, Figma, MCP, Prompt Engineering, Adobe Creative Suite, Sanity, HubSpot, Salesforce

LANGUAGES

English

Native or Bilingual

CLIENTS

American Cancer Society, Microsoft, Nestlé, Häagen-Dazs, Hershey

CERTIFICATIONS

Content Marketing & Social Media Marketing (HubSpot), Google Analytics (Google), Advanced Email Marketing (Simplilearn)