

# ILANA ANTELMAN

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## SUMMARY

An intrinsic entrepreneurial drive and passion for success equal innovative ideas and tangible results. Demonstrated skills in multitasking and sales with a collaborative and positive attitude. An effective communicator with polished soft skills, and above all, a hunger for growth.

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER

GG Markers | Tampa, Florida

August 2023- Present

- Built and maintain the company website using Webflow, GoDaddy, and CPanel, ensuring a seamless user experience and effective online presence.
- Oversee projects from initial design to the finished product, always meeting deadlines and adhering to specifications.
- Utilizes CAD and Adobe software to create innovative designs for furniture, signage, and other golf course accessories.
- Engage with clients throughout the design process, providing iterations and custom solutions to meet their specific needs.
- Develop email marketing campaigns, blogs, and social media posts to enhance brand visibility and engage with the target audience.

### LEAD BARTENDER

Haiku Tampa | Tampa, Florida

November 2022- March 2023

- Cultivated a recurring customer base through effective communication skills with staff, meticulous attention to detail, and strong client-facing interactions
- Conducted in-depth trend research to curate innovative cocktail menus, including signature drink offerings on a monthly basis
- Provided comprehensive training to staff on standard operating procedures such as effectively promoting new menu items, resulting in sales

### LEAD SERVER AND TRAINER

Timpano Hyde Park | Tampa, Florida

November 2021- November 2022

- Showcased ability to incorporate brand voice and identity by developing a distinctive and successful sales approach for key menu items
- Led comprehensive food and service classes for new team members, and provided hands-on floor training

### ACCOUNT MANAGER

Drink Good Liquor | Tampa, Florida

November 2020, March 2021

- Expanded numerous product lines across multiple accounts by presenting the brands and their products to decision-makers
- Crafted social media campaigns to boost brand recognition and community interaction
- Drove sales through strategic leadership for a team of product samplers

## EDUCATION

### University of Tampa, 2019

Bachelor of Science in Marketing

Minor in Graphic Design

## SKILLS & PROGRAMS

- Copywriting for SEO and marketing effectiveness
- Proficient in Adobe Creative Suite
- Experience with Figma, Webflow and Wordpress
- HTML, CSS and Java Script knowledge
- Demonstrated knowledge of typography, color theory, and layout principles
- CAD software such as Rhino, Blender and SketchUp

View my portfolio at <https://ilanas-portfolio.webflow.io/>