

Deanna Guevara-Kaszuba

Experienced Graphic & Web Designer | Digital Marketing Specialist

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EXPERIENCE

Owner & Digital Marketing Consultant – DGK Consulting

JANUARY 2000 – PRESENT

Providing end-to-end digital marketing solutions for small businesses, including: Web Design & Development – Front-end & back-end support, responsive coding, CMS management, SEO, and Google Analytics.

Branding & Marketing – Logo design, social media management, content creation, email marketing, and digital advertising. **Industries Served** – Retail, e-commerce, hospitality, photography, salons, restaurants, and nonprofits across Rochester & Western NY.

Marketing Web Coordinator – DiMarco Group

NOVEMBER 2010 – MAY 2013

Led web development and digital marketing for ADMAR Supply, Baldwin Real Estate, and DiMarco companies. Developed and maintained websites, property portals, and e-commerce platforms. Designed marketing materials, launched an intranet for internal communication, created data-driven email campaigns, and managed trade show engagement.

Multimedia & Graphic Designer – Element K

MAY 2006 – NOVEMBER 2010

Designed interactive graphics and animations, including storyboarding, concept development, and Flash animation.

Led multimedia projects, collaborating with clients to develop creative solutions tailored to their branding needs.

Created marketing materials, trade show displays, and digital/print collateral.

NOTABLE CLIENTS

Web Design & Maintenance: Borinquen Dance Theatre, Tuxedo Corner, The Dakota Restaurant, Tones Entertainment, C. Anthony Men's Shop. **Marketing & Branding for Nonprofits:** American Red Cross (Greater Rochester), United Way, LDP, PRYD, Borinquen Dance Theatre, Latino Theatre Productions.

SKILLS

Digital Marketing & Branding – Social Media Management, Content Strategy, Email Marketing, Google Ads

Web Development & SEO – WordPress, HTML5, CSS, Google Analytics, Responsive Web Design

Graphic Design & UI/UX – Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, After Effects)

Content Creation & Strategy – Blogging, Video Production, E-Commerce, Print & Packaging Design

Analytics & Optimization – Multichannel Marketing, SEO Optimization, Conversion Rate Improvement

EDUCATION

B.F.A. in Graphic Design – Rochester Institute of Technology, Rochester, NY

A.A.S. in Visual Communication & Graphic Arts – Monroe Community College, Henrietta, NY

LANGUAGES

Spanish