



Cynthia Chong
Creative Marketing Design

Creative and results -driven Graphic Designer with over 20 years of experience in delivering high-quality visual solutions across diverse industries, including property management, real estate, business development and investment, private aviation, construction, fitness and janitorial services. Adept at translating complex ideas into visually compelling designs that enhance brand identity and drive engagement. Proficient in industry-standard design software and always up-to-date with the latest trends to produce innovative and impactful work. A strategic tinker with a strong business acumen dedicated to helping businesses elevate their visual presence through tailored design solutions. Seeking to leverage expertise in a dynamic environment where creativity and professionalism meet.

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cynthia-chong 

SKILLS

Adobe InDesign, Photoshop,
Illustrator, Acrobat

Microsoft Word, Excel, PowerPoint

Keynote | Canva | Wix Website Design

Intermediate Web Coding

Photography

FREELANCE CLIENTS

Retro Fitness | Windsor Jet

W Aviation | TOMA Marketing Group

Mindful Properties | Darwin Agency

UHMS | Best Publishing Medical

The Worthan Group

EDUCATION

International Academy of Design &
Technology, Tampa, Florida

Bachelor of Fine Arts
Advertising Design

EXPERIENCE

CJS Global | March 2017 - Present

Creative Marketing Designer

- Develop and Execute Brand Identity and Awareness
- Create Strategic Marketing Campaigns, with Emphasis on Creative Design Brand Development, Content Creation, and On-line Advertising to Increase Brand Recognition and Influence Consumer Behavior
- Produce Compelling, Quality Marketing Collateral(s) that Supports the Sales Team and Exceeds Client Expectations
- Create an On-line Presence through Website and Social Media

Mindful Management | November 2014 - October 2016

Creative Director

- Responsible for All Strategic Marketing, Branding, and Communication(s) Campaigns for Properties such as Storage Facilities, Town Homes, and Apartments
- Create Logos for Newly Acquired Properties
- Handle Design, Preparation, and Distribution of All Marketing Collateral, Including Annual Brochures, Traditional Media Advertisements, Direct and Electronic Mail Pieces, and Signage
- Manage Social Media and Marketing for All Properties

UHMS / Best Publishing Company | September 2009 - December 2013

Art Director

- Design and Develop On-line Advertising Efforts, Including Display Advertising, E-mail for Trade-shows, Continuing Educational Conferences and Seminars Marketing, and Social Media Marketing Campaigns
- Responsible for All Design Consistency, and Brand Development and Identity Goals
- Layout and Design Company Magazine, Publications and Catalogue