



Cynthia Chong
Creative Marketing Designer

Graphic Designer with over 25 years of experience creating strong, effective visual solutions across a wide range of industries, including property management, real estate, business development and investment, private aviation, construction, fitness, and janitorial services.

I translate complex ideas into clear, compelling designs that strengthen brand identity and support real business growth. Experienced in industry-standard design software and consistently staying current with trends, I focus on producing work that feels fresh, purposeful, and aligned with each client's goals.

A strategic and business-minded creative, I take pride in delivering thoughtful, tailored design solutions that elevate a company's visual presence. I'm seeking an opportunity where high-quality design and professionalism are equally valued.

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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