

# Adia Montagna

## Creative Marketing Specialist

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### PROFESSIONAL SUMMARY

Specialized in Graphic Design with 8+ years of applied marketing industry experience. Proven expertise in branding, WordPress web development, email marketing, and motion graphics. Skilled at balancing creative vision with practical execution to deliver solutions for clients ranging from local businesses, Fortune 500 companies, and higher education institutions.

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### KEY SKILLS & EXPERTISE

- Graphic Design
  - Branding & Visual Identity
  - Creative Direction
  - WordPress Web Design
  - Content Creation
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### PROFESSIONAL EXPERIENCE

#### **Creative Marketing Specialist**

*Big Paws Marketing | Contract | Oct 2020 – Present | Remote*

- Serve as creative lead, directing the visual strategy for multi-channel marketing campaigns.
- Develop comprehensive branding kits, including logos, typography, color systems, and brand messaging guides.
- Design email marketing funnel creatives and lead-generation assets that boost user engagement.
- Build landing pages aligned with client goals.
- Manage client social media accounts, creating content strategies, post variations, and engagement campaigns.

#### **Creative Consultant**

*Self-Employed | Jan 2015 – Present | Remote*

- Provide creative consulting to help clients strengthen visual identity and establish online presence.
- Deliver customized WordPress sites and branding packages for small businesses across diverse industries.
- Produced custom illustrations and design work featured in children's books, merchandise, and marketing collateral.

### PROFESSIONAL EXPERIENCE (CONT'D)

#### Digital Content Creator

*Freelance | Jan 2012 – Present*

- Created and marketed successful digital products.
- Built influencer partnerships and collaborated with brands for cross-promotional opportunities.
- Fostered a long-term, loyal online audience over multiple social media platforms.
- Organized livestream content, merchandise launches, and educational convention panels.

#### Creative Marketing Specialist

*Unity Environmental University | Contract | Jun 2025 – Sep 2025 | New Gloucester, Maine*

- Produced motion graphics for a new student orientation video series, overseeing scripting, audio recording, animation, and post-production.
- Designed a mascot and associated web assets to improve engagement with students and prospective applicants.
- Developed infographics, budgeting tools, and visual explainers to simplify complex information for students.
- Built Salesforce email templates and developed a new student warming campaign to improve onboarding experience.
- Contributed to establishing brand voice, buyer personas, and tone guidelines for institutional marketing.

#### Social Media Manager

*Mill Yardage, LLC | Contract | May 2022 – Sep 2022 | Rollinsford, NH*

- Established social media branding and strategy for the company and its subsidiaries.
- Created brand guidelines, content calendars, photo/video assets, and engagement strategies.
- Produced professional product photography and video content for e-commerce and social platforms.
- Developed a brand messaging guide for future content management continuity.

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### PROFESSIONAL EXPERIENCE (CONT'D)

#### Graphic Designer - Social Media Manager

*Elle Digital Management LLC | Contract | Oct 2020 – Sep 2021*

- Developed branding, advertising, and digital graphics for influencer-driven campaigns.
- Collaborated on giveaways and digital marketing strategies to boost audience reach.
- Managed social media content calendar, designed posts, and wrote copy.
- Designed shareable graphics for creative blog content.

#### Graphic Designer - Web Developer - Digital Marketing Specialist

*Seapoint Digital | Sep 2018 – Aug 2021 | Kittery, ME | Hybrid Remote*

- Developed display ads, email graphics, and other marketing creatives.
- Designed and maintained WordPress websites while implementing SEO and search keyword best-practices.
- Performed SEO audits and implemented backlink strategies to strengthen client search performance.
- Certified in HubSpot Marketing Software and Inbound Fundamentals.
- Wrote and proofed creative blog content to improve search ranking for desired keywords.

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### EDUCATION

#### Associate of Arts and Sciences (AAS), Digital Media

2015 – 2017 | GPA: 3.9

- Honor Student, Dean's List, Art Show Assistant Coordinator.
- Specialized training in computer animation, motion graphics, and graphic design.

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### AWARDS

- Bronze Award, *The Vetty's* – Jan 2025
- Pick of the Litter: Gold Award, *The Vetty's* – Dec 2022

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### TECHNICAL SKILLS & TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Animate, After Effects), Figma, Affinity Creative Suite, DaVinci Resolve, Digital Audio Workstations
- WordPress
- HubSpot, Google Ads, Klaviyo, SEO Tools (Raven, Ahrefs, Moz, Google Search Console)
- Social Media Management (Meta Suite, Facebook, Instagram, TikTok, LinkedIn)