



DEMETRIA ANDREADIS

Graphic Design Marketing Specialist

Atlanta, Georgia



850.572.6651



DZANDREADIS@GMAIL.COM



DEMETRIAANDREADIS.COM



EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN
UNIVERSITY OF WEST FLORIDA

ASSOCIATE IN ARTS IN GENERAL STUDIES
PENSACOLA JUNIOR COLLEGE



PROGRAM SKILLS

ADOBE INDESIGN

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

MICROSOFT WORD

MICROSOFT EXCEL

MICROSOFT POWERPOINT

CANVA

FIGMA

HTML / CSS

ADOBE PREMIERE PRO

ADOBE ANIMATE



SUMMARY

Creative and results-driven designer with expertise in drawing, painting, and 2D digital graphics (static & animated). Proven ability to develop on-brand, engaging marketing materials that exceed brand expectations. Dedicated to delivering high-quality design and maintaining brand consistency.



WORK EXPERIENCE

WEB DESIGN & DIGITAL MARKETING

COMPUSYS | DAYTONA BEACH, FL

3/2023 – CURRENT

- » Team meetings with clients to update, maintain, and optimize their websites for usability, performance, and SEO best practices. Ensure websites remain mobile-responsive, user-friendly, and visually appealing across devices.
- » Design and produce engaging social media graphics and reels for Facebook, Instagram, LinkedIn, and X.
- » Create professional marketing materials (flyers, brochures, signage, etc.) for high-quality print, ensuring consistency with client branding guidelines.
- » Executed targeted email marketing campaigns with custom HTML/CSS, implementing A/B testing and analyzing results to improve engagement rates.
- » Collaborate with internal teams and clients to align web and marketing strategies with business goals.

NET LEASE PROPERTY GROUP GRAPHIC DESIGNER

CBRE (CONTRACTOR) | ATLANTA, GA

3/2025 – 8/2025

- » Developed comprehensive Offering Memorandums (OMs), Broker Opinion of Values (BOVs), and targeted email teasers, facilitating the sale and marketing of diverse retail properties and portfolios.
- » Performed comprehensive market research, including demographic analysis and local area assessments, to provide insightful property evaluations and enhance marketing efforts.
- » Maintained accurate and up-to-date property listings on key commercial real estate platforms (e.g., Connector, DealFlow, CoStar, LoopNet, Crexi), maximizing visibility and facilitating successful transactions.

FREELANCE

DEMETRIA ANDREADIS GRAPHIC DESIGNER, LLC | ATLANTA, GA

6/2023 – CURRENT

- » Designed compelling pitch deck proposals for film industry clients, contributing to successful project funding and partnerships.
- » Produced and refined web ad creatives, print advertisements, logos, and book cover designs for a diverse client base, enhancing brand identity.
- » Edited and produced polished video content for YouTube, Instagram, TikTok, and Facebook, increasing social media engagement for clients.



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COMMUNITY SERVICE

DRAGONCON

2021 – CURRENT | WALK OF FAME

- » 2021 – 2022 Entry level volunteer
- » 2023 Promoted to Quadrant 2nd Leader
- » 2024 Promoted to Quadrant Leader
- » Crowd control, maintain autograph lines, manage good customer service to both convention attendees and guest speakers, assist Walk of Fame's Disabilities Area

MOMOCON

2019 – CURRENT | GUEST RELATIONS

- » On-site contact for assigned guest speaker: maintaining and ensuring they keep to their schedule, being their ambassador to the convention and the Atlanta area, handling their needs within reason of the convention

ANIME WEEKEND ATLANTA

2021 – CURRENT | GUEST RELATIONS

- » 2021 – 2022 Guest Relation Handler
- » 2023 Promoted to Panel Leader
- » On-site contact for assigned guest speaker: maintaining and ensuring they keep to their schedule, being their ambassador to the convention and the Atlanta area, handling their needs within reason of the convention



CERTIFICATIONS

PHARMACY TECHNICIAN CERTIFICATION BOARD

2006 – CURRENT

THE GEORGIA BOARD OF PHARMACY

2013 – CURRENT

CPR CERTIFICATION

1997 – 1998, 2021 – 2023



WORK EXPERIENCE CONT.

GRAPHIC DESIGN MARKETING SPECIALIST

2/2021 – 6/2023

NAI BRANNEN GODDARD | ATLANTA, GA

- » Collaborated with brokers on innovative marketing initiatives, resulting in increased deal flow for industrial, land, office, and leasing opportunities, while ensuring strict adherence to brand guidelines.
- » Designed and produced a diverse portfolio of marketing collateral, including Offering Memorandums (OMs), Broker Opinion of Values (BOVs), property proposals, business park marketing flyers, site plans, key plans, window/building signage, leasing flyers, image editing, social media graphics, animated GIFs, and SquareSpace websites.

GRAPHIC DESIGN MARKETING SPECIALIST

4/2014 – 3/2020

THE SHOPPING CENTER GROUP (TSCG) | ATLANTA, GA

- » Collaborated directly with Investment Sales team on marketing strategies, contributing to increased deal production for commercial real estate clients.
- » Produced Offering Memorandums (OMs), Broker Opinion of Values (BOVs), Request For Proposals (RFPs), property brochures, pitch books, merchandising/site plans, and promo signage.
- » Developed and executed visual content strategies for email, social media, and animated GIF campaigns, aligning creative assets with marketing objectives and driving key performance indicators (KPIs).
- » Extensive experience creating site plans for malls (both interior and exterior layouts), power centers, strip centers, and standalone buildings to support listing marketing materials and merchandising plans.
- » Labeled aerial photography with text and clean logos, visually explaining the local area of a property.

GRAPHIC DESIGNER

2/2014 – 3/2014

AUTO TRADER – INSIGHT GLOBAL (CONTRACTOR) | ATLANTA, GA

- » Created mobile ad tiles for 1821 company logos.

GRAPHIC DESIGNER

7/2011 – 4/2013

NORTHWEST FLORIDA DAILY NEWS (HALIFAX) | FORT WALTON BEACH, FL

- » Developed and deployed responsive email campaigns, landing pages, and mobile splash pages, optimizing for user experience and conversion.
- » Created a variety of digital advertising assets, including print ads, static and animated web banners (Flash and GIF), and mobile advertisements, adhering to brand guidelines.
- » Managed website content and updates for local businesses, ensuring accurate information and a positive online presence.