



Abbie Park



GRAPHIC DESIGN | ILLUSTRATION | MARKETING | SALES

Experience

Me

I specialize in graphic design, illustration, branding, sales & marketing initiatives for a diverse client base.

I have cultivated an invaluable and efficient blend of creativity and business mindedness.

I strive to diversify and integrate my design, client relations, marketing, sales and product development skills in all endeavors.

I am an enthusiastic, team player always aiming to create amazing designs, products and campaigns.

Marketing Services - Designer

Union Square & Co. / Barnes & Noble (Freelance) | New York, NY | '22 - Present Graphic design for consumer and industry focused print, digital marketing, POS initiatives, advertisements, brochures, catalogs, social media graphics & animated GIFs.

Graphic Design, Illustration & Sales - Principal

AP Art & Design | New York, NY | 2018 - Present Design, illustration, web design, POS promotional materials, annual reports, logos. **Clients include:** God's Love We Deliver, Grand Central Publishing, Mystic Chamber of Commerce, Center for Adoption Competency, The Stonington COMO, StyleExpo Photography. Sales, marketing, custom projects for AP Art and Design retail, art fairs and apartanddesign.com.

Creative Marketing Design - Designer

Hachette Publishing (Freelance) | New York, NY | '20 - '21 Design for print and digital marketing initiatives Including: ads, banners, social media, event posters, diverse promotional materials.

New Business Development, Marketing & Design

Dokebi & Brooklyn Kimchee Co. | Brooklyn, NY | '12 - '18 Package design, marketing and regional sales for the Dokebi family of restaurants' branded kimchee.

Premium & Custom Publishing - Manager

Disney Publishing Worldwide | New York, NY | '05 - '08 Managed custom publishing sales and product pipeline. Accounts included: Costco, Target, Barnes & Noble, Walmart and multiple Disney Consumer Products lines of business. Developed corporate partnerships for premiums, co-packs and gifts with purchase. Liaised with book designers and production overseeing pipeline from concept to delivery including costing, legal, design, packaging, production and shipping logistics.

Special Markets - Sales Executive

Disney Publishing Worldwide | NYC | '02 - '05 Managed accounts & sales of Disney and Hyperion Books for Children imprints to key specialty and non-traditional book sales accounts nationwide. Managed special sales commissioned representatives.

Online Marketing Manager & Special Sales Rep

HarperCollins Publishers | NYC | '98 - '02 Developed online marketing initiatives for authors including management of content, web design, publicity and promotion for genre and author specific sites. Gift sales key accounts including Urban Outfitters, Spencer Gifts, Restoration Hardware, Marmaxx, Reading is Fun.

Skills

Software

InDesign
Photoshop
Illustrator
AfterEffects
Excel
Powerpoint
Premier Pro

Graphic Formats

Ads & Sell Sheets - Print, Digital
Banners & Social - Graphic, Animated
POS Materials
Infographics & Maps
Logo Design
Annual Reports
Billboards - Print, Digital
Vehicle Wraps

Marketing & Sales

Product Development
Project Management
Sales
Business Development
Client Relations
Marketing Strategy
Brand Development