



SCOTT ARBITAL

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scottarbital.com

Education

- 2012 - 2016 | Bachelor of Fine Arts Major
Pennsylvania College of Art & Design
Lancaster, Pennsylvania
- Dean's List all 4 years: 3.75 GPA
 - Student Council (2010 - 2016)
 - Planned and executed events
 - Helped further the school's marketing
 - Encouraged student involvement

Experience

- July 2017 - Present | **Digital Marketing Specialist**
Discovery Data
Long Branch, New Jersey
- Gave insight to advance the company's website through analytics, which brought in more leads and set new goals
 - Developed files, which explains projects in depth to make daily maintenance a easy step by step process for the team
- March 2011 - Present | **Freelance Graphic Designer**
AC3 Designs
New Jersey, New York, & Pennsylvania
Clients: Blue Angels, RSA, Arkay Resale, Arabian Knight, etc.
- Improved and came up with new ways to sell to various demographics
 - Broadened client's outreach to a more extensive market
 - Raised client's revenue through new branding materials

Internships

- January - August 2015 | **Graphic Design Intern**
Evil Genius Group
New York, New York
Accounts: Andy Hilfiger, Brett Rossi, Southern Hospitality, Hana Nitsche, etc.
- Took on an art director role
 - Due to my ideas, the company was able to increase revenue and implement further business through creative avenues
 - Assisted during client events beyond normal responsibilities
- May - August 2014 | **Graphic Design Intern**
CoSaMo
Long Branch, New Jersey
- Developed their campaign to further the company's new product line
 - Created a file structure to streamline business practices

Skills

Branding, Web Design, Animation,
Visual Communication, Corporate Identity,
Demographic Marketing, Layout,
Presentation, Hand Lettering

Program Knowledge

Adobe Creative Suite, HTML5, CSS3, j Query & WordPress

Professional Affiliations

- 2012 - 2016 | AIGA
Pennsylvania College of Art & Design
- Vice President of PCAD Student Group in the 2015 - 2016 year
 - Volunteered at PCAD's annual Designathon helping nonprofits with print, web & other design material each year