

MARENA YAACOUB

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SUMMARY

Adobe-certified graphic designer with 8+ years of experience spanning brand identity, logo design, print and packaging, and high-volume production design. Runs an end-to-end freelance practice (60+ clients, 150+ projects) while managing multi-channel marketing for a national nonprofit, pairing design craft with campaign strategy, email, and social content. Trilingual communicator (English, Arabic, ASL).

EXPERIENCE

Freelance Graphic Designer

September 2017 – Present

Independent client practice

- Deliver end-to-end design solutions spanning brand identity, logo design, print, and packaging for 60+ clients across 10+ industries, completing 150+ projects since 2017.
- Own the full engagement from concept development and art direction through revisions and final delivery, sustaining a 95% repeat-and-referral client rate.
- Build repeatable design workflows that keep concurrent client projects consistent, cutting average project turnaround 25%.

Nonprofit Marketing & Development Coordinator

June 2023 – Present

Coptic Orthodox Diocese of the U.S. & Egypt

- Develop and execute multi-channel marketing across email, social media, and print collateral, tripling Instagram audience from 4K to 12K followers and sustaining a 42% average email open rate.
- Design and produce 200+ visual assets across 25+ campaigns for fundraising appeals, development, and community outreach using Adobe Creative Suite and Canva.
- Align marketing and development communications into one coordinated outreach program, supporting \$250K+ raised across annual giving campaigns.

Production Graphic Designer

January 2021 – December 2023

Wide Eyes Paper Co.

- Managed 30–50 concurrent client projects per month (1,200+ total) from initial concept through final print production, meeting deadlines across overlapping timelines.
- Consulted directly with clients on creative direction and production specifications, earning 70% of business from repeat clients and referrals.
- Cut average turnaround time 30% by strengthening production partnerships and proactively resolving workflow bottlenecks.

Marketing and Sales Associate

July 2017 – January 2020

Ulla Beauty

- Drove sales through personalized consultations, promotional strategies, and expert product knowledge, exceeding sales goals by 15%+ and ranking among the store's top advisors.
- Executed in-store marketing initiatives and visual merchandising, driving 150+ loyalty program sign-ups per quarter.

SKILLS

Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva, brand identity & logo design, print & packaging design, layout & typography, color theory & visual storytelling

Production & Client Services: Print production, art direction, end-to-end project management, client collaboration & creative consultation

Marketing: Multi-channel campaign strategy, email marketing, social media content, nonprofit development & fundraising communications

Languages: English, Arabic, American Sign Language (ASL)

CERTIFICATIONS

- Adobe Certified Professional in Adobe Illustrator (2022)
- CS50: Introduction to Computer Science, Harvard University (edX), in progress

EDUCATION

Bachelor of Arts in Graphic Design, Portland State University

2016 – 2020