

Marisa

Marisa Panzarella

Graphic Design

Brand Strategy

Marisa Panzarella is an experienced designer with a robust background, accumulating over eight years of expertise. She has thrived in a variety of organizational environments over her career, showcasing versatility, adaptability, and an unwavering commitment to quality. She strives to go beyond visual appeal, aiming to create outcomes that are not only beautiful, but also carry meaningful significance and are an enjoyable experience for the user or target audience.

EXPERIENCE

Self Employed | Freelance Designer

December 2024 - Current

Partner with a range of clients—from global hospitality groups to financial services firms—to craft strategic, design-forward brand solutions. Recent clients include The Leading Hotels of the World, MarineMax, and Franklin Group Financial Services working as an extension of their brand and marketing teams.

MarineMax | Creative Coordinator

June 2021 - December 2024

MarineMax is the largest boating company in the world, with over 70 locations & 5,500 employees. On the marketing team, I design & strategize national campaigns, provide support to the web & email team, and assist all creative marketing efforts for our stores & dozens of brands. I also lead design & creative strategy on Newcoast, the F&I branch of MarineMax and MarineMax Vacations, our membership-based charter program in the BVI's.

Designed.Co | UI/UX Designer

September 2020 - June 2021

Designed.Co is a design firm & tech start-up located in Miami. At Designed.Co, I was responsible for creative collateral for six clients, mainly focused on digital & UI/UX needs. I also worked closely with the team to brainstorm marketing efforts for the company's in house project management software.

Outright | Lead Designer

November 2017 - April 2020

Outright is a vibrant boutique creative agency located in Washington, DC with a focus on digital design for socially impactful brands & start-ups. In my time there, I worked my way up from a junior designer to a lead, strategy role. I specialized in a wide variety of skills ranging from infographics, to motion design and branding. I was the lead designer for No Kid Hungry, executing the roll out many fundraising initiatives & supported a number of other accounts.

University of Florida | Design Intern

Alumni Association

January 2017 - August 2017

At the UF Alumni Association, I assisted the communications & engagement directors with a mix of projects. I worked on digital engagement, including web, social and advertising design. Creation of print materials & coordination with printer vendors for our recruitment mailers, event banners & on-campus marketing was a large aspect of this position.

Matchbox Foodgroup | Marketing Intern

May 2015 - August 2015

In the summer of 2015, I ran around DC assisting the Marketing Manager with the local & national marketing for a restaurant group that consisted of three restaurant concepts. I participated in food photo shoots, culinary events in the city, planning for future events and the roll out of happy hour at all Matchbox locations.

EDUCATION

Associate of Science in Graphic Design

Santa Fe College

2013-2014

Bachelor of Science in Advertising

University of Florida

2014-2017

Careerist UI/UX Design Certification

Careerist | August 2023-January 2024

SKILLS

Adobe Creative Suite

Microsoft Office Suite

Figma

Creative Strategy

Marketing

Branding

Layout Design

Motion Graphics

Video Editing

Copy Writing

CONTACT

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