

Thomas Piacquadio

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Professional Summary

Creative and organized marketing and design professional with proven expertise across graphic design, e-commerce coordination, and administrative support. Proven track record in driving customer engagement through compelling digital marketing, maintaining online store content, and ensuring brand consistency. Proficient in Canva, Adobe Creative Suite, and e-commerce platforms. Self-starter with strong attention to detail, excellent written communication skills, and the ability to manage multiple projects independently in a remote or hybrid setting.

Core Competencies & Technical Skills

Inventory Management

Email & SMS Marketing

Social Media Coordination

Administrative & Meeting Support

Branding & Merchandising

Digital Content Management

Cross-Platform Consistency

Design & E-Commerce: Canva & Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma

Office & Admin Tools: Microsoft Office, Salesforce

Web & Content: Digital Media Design, Branding, UX/UI Design

Relevant Experience

Processing Manager & Marketing Support Slatashore Recovery – Purchase, NY | 2019–Present

Create digital and print marketing materials, including brochures, booth displays, and promotional assets for events.

Coordinate internal communications and streamlined operations, increasing workflow efficiency by 20%.

Assist in administrative functions, including scheduling and summarizing meetings.

Marketing Assistant to Director of Marketing Manhattanville College – Purchase, NY | 2018–2020

Supported the Director of Marketing with social media scheduling, content updates, and brand consistency across college platforms.

Designed digital and print collateral using Canva and Adobe Creative Suite, including flyers, event posters, and campus signage.

Maintained inventory of promotional merchandise and coordinated restocking for admissions events.

Assisted with email and text campaigns to prospective students, contributing to increased engagement.

Organized virtual and in-person marketing meetings, taking concise notes and tracking follow-ups

Graphic Designer

inMark Media – Dobbs Ferry, NY | 2017–2019

Designed social media graphics, flyers, and marketing collateral to support campaign strategies and promotions.

Maintained brand consistency across digital platforms and collaborated with cross-functional teams to align marketing efforts.

Delivered design projects for multiple clients under tight deadlines, improving client satisfaction by 15%.

Education & Certifications

Manhattanville College School of Business – Purchase, NY

M.S. in Marketing Communications Management, May 2020 – GPA: 4.0

B.S. in Business Management, – GPA: 4.0

SUNY Westchester Community College – Valhalla, NY

A.A.S. in Business Administration,

A.A.S. in Visual Arts

Certificate in Fundamentals of Design, January 2025

Volunteer Service

Eastchester High School PTA- June 2025- Present

Designed logo and marketing material for Eastchester High School fashion show 2025

Providing ongoing assistance for projects or special events.