

CRISTINA (TINA) DIVITA

Graphic Design & Marketing Specialist | Print • Digital • Presentations

Rochester, NY | tina@divitacreative.com | [585.750.3345](tel:585.750.3345) | Portfolio: tinadivita.com | divitacreative.com

25+ years | 100+ agent, \$500M+ brokerage brand | 2x Best Real Estate Company | 5.0 stars, 24 Google reviews

PROFESSIONAL SUMMARY

Graphic designer and marketing specialist with 25+ years creating high-volume print, digital, and presentation materials for professional service brands. Fourteen years in-house supporting a brokerage of 100+ agents with profiles, recognition campaigns, direct mail, signage, and event collateral, all within firm brand standards. Canva expert, proficient in Adobe, with account management experience that keeps projects organized and on time from request through completion.

PROFESSIONAL EXPERIENCE

Zylo | Contract Designer

August 2026 – Present

Remote

Produce design assets for Zylo, an Indianapolis-based SaaS management platform serving enterprise IT, FinOps, and Procurement teams.

- Design data sheets, case studies, and webinar materials for an enterprise B2B content program.
- Work directly with the creative lead to keep production on brand through a visual identity refresh.

Medical Marketing Whiz | Contract Account Manager

January 2026 – Present

Remote

Manage marketing for healthcare and aesthetics practices, with hands-on design, web, and content work across accounts.

- Manage marketing requests and deliverables from intake through completion, serving 40+ clients since January 2026, including ad creative, directory listings, press releases, and newsletters.
- Keep client websites compliant by removing FDA-flagged product references and setting standing rules for outcome claims and provider titles.
- Launched new practice websites and complete Google Business Profile builds for device clients, including practices opening with no existing name, brand, or domain.
- Create patient-facing website copy, newsletters, lead magnets, and email campaigns in each practice's brand voice, including a newsletter that hit a 50.35% open rate.
- Earned 14 five-star Google reviews for the agency, 10 citing me by name for responsiveness and business launch support.

DiVita Creative | Owner, Designer & Brand Strategist

May 2021 – Present

Rochester, NY

Boutique brand and design studio delivering websites, brand identities, and marketing systems for established coaches, consultants, and service professionals.

- Built a 100% five-star client review record across 30+ projects through strategy-first design, clear communication, and reliable delivery.
- Designed and launched websites, brand identities, email systems, presentations, and marketing collateral for clients across the US and internationally.
- Integrated AI tools into design and content workflows to speed up output without sacrificing quality or brand voice.
- Developed ongoing retainer relationships for website maintenance, newsletter design, and brand consistency.

RE/MAX Realty Group | Graphic Designer / Senior Marketing Specialist

April 2011 – December 2025

Rochester, NY

Led creative and marketing for a brokerage of 100+ agents supporting \$500M+ in annual sales.

- Produced a high volume of agent and company marketing, including agent profiles, recognition and award graphics, presentations, and announcements, all kept on brand across 1,800+ annual transactions.
- Designed production-ready print, including postcards, direct mail, recruiting mailers, signage, trade show banners, and buyer and seller guides.
- Designed company-wide presentations, sales collateral, recruiting decks, newsletters, and social assets.
- Led company marketing for Rochester's Choice Awards, winning Best Real Estate Company in 2023 and 2024.

- Built CRM templates and a library of brand assets that gave 100+ agents consistent, on-brand materials to work from.
- Managed design requests from intake through revisions and final production, and partnered with leadership on agent visibility and growth initiatives.

EARLIER EXPERIENCE

Graphic Designer, Columbus ERA Real Estate • Marketing Coordinator / Team Manager, RE/MAX First All-Star Team

SKILLS

Print & Marketing Collateral • Presentation Design • Direct Mail • Event Collateral • Infographics • Social Media Graphics • Digital & Paid Ad Graphics • Brand Standards • Asset Library Management • Typography & Layout • Production Design • Brand Identity & Logo Design • Web & Landing Page Design • Email & Newsletter Design • AI-Assisted Design Workflows • Client Communication • Marketing Strategy

TOOLS

Design: Canva, Adobe Creative Suite, Figma

Web: WordPress with Elementor, Systeme.io, Google Business Profile

Email & CRM: Mailchimp, MailerLite, Constant Contact, GoHighLevel, HubSpot

Project Management: ClickUp, Slack, Google Workspace, Microsoft Office

AI: Claude, ChatGPT

CERTIFICATIONS & EDUCATION

AI-Aided Graphic Design • Canva Platform Certifications • Systeme.io Power User
Bryant & Stratton College | AAS, Graphic Design