CRISTINA (TINA) DIVITA

Graphic Designer & Marketing Specialist | Print • Digital • Presentations

Rochester, NY | tina@divitacreative.com | 585.750.3345 | Portfolio: tinadivita.com

25+ years in design and marketing | **14 years at a 100+ agent, $500M+ brokerage** | **5.0 stars across 25 Google reviews** | **2x Best Real Estate Company, Rochester's Choice (2023, 2024)**

PRINT & PRODUCTION

Marketing collateral, direct mail, signage, trade show displays, event collateral, production-ready files

DIGITAL & WEB

Web and landing page design, email and newsletter design, social media graphics, digital and paid ad graphics, presentations and infographics

BRAND

Brand identity and logo design, brand standards, asset library management, typography and layout

TOOLS

Design:
Canva, Adobe Creative Suite, Figma

Web:
WordPress with Elementor, Lovable, Google Business Profile

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

Project:
ClickUp, Slack, Google Workspace, Microsoft Office

AI:
Claude, ChatGPT, Rank Score

CERTIFICATIONS & EDUCATION

AI-Aided Graphic Design

Canva Platform Certifications

Systeme.io Power User

AAS, Graphic Design, Bryant & Stratton College

SELECTED ACCOMPLISHMENTS

- Kept every marketing piece on brand for 100+ agents at a brokerage closing $500M+ a year across 1,800+ transactions, as the designer behind agent profiles, recognition campaigns, direct mail, signage, and event collateral.
- Led company marketing for Rochester's Choice Awards, winning Best Real Estate Company in 2023 and 2024.
- Built the CRM template system and brand asset library that let 100+ agents produce on-brand materials themselves, cutting design bottlenecks without losing brand standards.
- Designed complete business launches, websites, Google Business Profiles, and collateral, including practices opening with no existing name, brand, or domain.
- Run DiVita Creative since 2021: 30+ websites, brand identities, and marketing systems delivered with a 100% five-star review record.
- Produce enterprise SaaS design at Zylo, data sheets, case studies, and webinar materials, working directly with the creative lead through a visual identity refresh.
- Designed and wrote a client newsletter that reached a 50.35% open rate, roughly double the healthcare norm.
- Earned 15 five-star Google reviews for Medical Marketing Whiz, 10 of them citing me by name for responsiveness and launch support.
- Work AI tools into the design process to raise output speed while holding brand voice and quality.

EXPERIENCE

Contract Designer, Zylo (Remote)
Aug 2026 – Present
Enterprise B2B content design for a SaaS management platform.

Contract Account Manager, Medical Marketing Whiz (Remote)
Jan 2026 – Present
Marketing programs for healthcare and aesthetics practices, with hands-on design, web, and content across 40+ clients.

Owner, Designer & Brand Strategist, DiVita Creative (Rochester, NY)
May 2021 – Present
Websites, brand identities, and marketing systems for coaches, consultants, and service professionals.

Graphic Designer / Senior Marketing Specialist, RE/MAX Realty Group (Rochester, NY)
Apr 2011 – Dec 2025
Creative and marketing lead for a 100+ agent brokerage.

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