

ALLISON MALDONADO

DESIGN & COLOR CONSULTANT / CREATIVE DIRECTOR

📍 Jersey City, NJ 🌐 www.allisonmaldonado.com

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ABOUT ME

I am driven multi-media artist with a passion for color and design. With a diverse background in design consultancy, client development, sales management and creative direction, I thrive in a hands on environment that utilizes my exceptional communication, organizational and imaginative assets.

SKILLS

Colorimetry



Adobe Photoshop



iMovie



Project Management



Google Docs



Spanish



Social Media



Branding



Graphic Design



Adobe Premiere Pro



EXPERIENCE

DESIGN

FARROW & BALL

Lead Sales & Trade Specialist | November 2020 - Present

- Provide design/color consults and project estimates for interior & exterior painting to residential, commercial and production clientele.
- Spearheaded client development & industry outreach introducing brand to ~25 industry professionals in first six months resulting in \$10k in sales.
- Receive ongoing training in colorimetry, color psychology, color guidance for interiors & exteriors and chemistry of paint by industry professionals.
- Maintain strong industry relations by leading frequent product knowledge seminars & color classes.

CREATIVE DIRECTION

THE VINTAGE VOYAGEUR, LLC

Series Creator/Host/Producer | 2016 - 2020

- Director and host of over 35+ episodes covering vintage stores across America.
- Built a captivating brand resulting in 7 Million streams on Amazon Prime.
- Managed all aspects of pre and post production including budgeting, location scouting, marketing and advertisement, script writing, etc.

SALES

SHINOLA

Lead Sales & Key Holder | February 2018 - July 2019

- Oversaw small team in high traffic New York showroom.
- Maintained weekly and monthly goals through strong client outreach and relations.

Additional Relevant Experience:

Kate Spade & Co - Keyholder/ Lead Sales | 2011-2015

James Perse - Lead Sales | 2015-2016

Madame Claude Wine - Lead Sales | 2018 - 2020

* REFERENCES AVAILABLE UPON REQUEST *



AWARDS

2020 TELLY AWARD WINNER

The Vintage Voyageur:

Best Non- Scripted Series

Best Automotive

2019 ROY W. DEAN GRANT FINALIST

Top 20 Summer Grant Finalist: \$30K

Artist Grant sponsored by From The

Heart Productions

2017 NYC WEBFEST

The Vintage Voyageur:

Best Unscripted WebSeries

EDUCATION

THE AMERICAN AND MUSICAL DRAMATIC ACADEMY: NEW YORK

Certificate of Performing Arts

EXTRA FEATURES



The Vintage Voyageur hit #2 on Amazon Prime's Editor's Picks TV list in 2020.



My work in sculpture and performance art has been included in New York and New Jersey galleries.



Guest on multiple podcasts including Besame' Classic Beauty, Tell Me On A Sunday and Girls Gotta Meditate.



Currently training to be a certified Color Instructor through ASID Academy

FRIENDS SAY I'M...



Autodidactic - I'm always teaching myself something new.



Imaginative - I enjoy exploring new ways to create and problem solve.



The life of the party - I am positive & optimistic. And if there's a dance floor, I'll be the first one on it!