



BRANDS YOU KNOW - PEOPLE YOU TRUST

GRAPHIC DESIGNER

With more than 31 years of experience in the flower industry, Equiflor/Rio Roses is a leading grower/importer/distributor of “world class” fresh cut flowers. We are a small privately-held company, offering a dynamic work environment, and excellent benefits. **If interested, please send us a copy of your resume with salary requirement to ela@equiflor.com.**

Responsibilities will include:

- Develop print marketing materials including ads, flyers, company magazine, spec sheets, direct mail, presentations and other resources in support of sales objectives
- Develop clear concepts, write marketing copy, and ensure layout and design elements follow creative direction
- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Responsible for taking and editing product pictures
- Manage social media accounts (Facebook, Instagram & Pinterest)

Qualifications/Experience

- Must possess a Bachelor’s Degree in Graphic Design or Communication.
- Knowledge of graphic design practices and print/web production software, specifically in the following: Adobe Photoshop, Adobe Illustrator, QuarkXPress, Dreamweaver, Flash, and HTML.
- Experience using Facebook, You Tube, Twitter, WordPress, LinkedIn and other social media.
- Must have at least 5 years of experience in the marketing area.
- Strong written and verbal communication skills with the ability to convey points of view.
- Proficient in Microsoft Office, Word, Excel, Publisher, Power Point and Outlook. Individual should have the ability to utilize the Internet for marketing research.