





Pascale Froehlich

UX Design | Graphic Design | Marketing | Photography

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617-682-5237 

Newton, MA 

Education

DesignLab • *Completed August 2023*

UX Academy

UX Academy Foundations

UMass Amherst • *Class of 2018*

Isenberg School of Management

BBA in Marketing

BS in Hospitality & Tourism
Management

Minor in Spanish

Skills

Software

Adobe Creative Suite

*Illustrator, InDesign,
Photoshop, Lightroom*

Figma

Invision Studio

Wordpress, Wix, Weebly

MS Office

*Excel, Word,
PowerPoint, Access*

Languages

English • *Native*

Spanish • *Professional Proficiency*

French • *Professional Proficiency*

Creative

UX/UI Design

Graphic Design

Photography

Videography

Experience

Freelance Product Designer | Food Truck Festivals of America
Oct 2020 - Present • *Stoughton, MA*

Began freelance position after company switched ownership

- Design materials for the festivals such as flyers, large format banners, festival maps, email campaigns, and interactive signs to hang at the festivals. Order prints through Staples and Vistaprint, ensuring quality is met.
- Redesigned the website, delivering user research, user flows, wireframes, prototypes, and performing user testing before completing the site on Wix.
- Create video ads using footage I shot at the events. Use Facebook and Instagram advertising tools to post ads for upcoming festivals, achieving an average of \$0.10/click.

Project Manager | Food Truck Festivals of America
Sept 2018 - Oct 2020 • *Watertown, MA*

- Aided in the event management process to budget and organize upcoming festivals.
- Collaborated with team to develop and launch COVID-19 food truck relief program named Neighborhood StrEATs, bringing food trucks to neighborhoods and schools which helped 30+ food trucks stay in business through 2020.
- Managed sponsorship sales by designing the sponsorship prospectus and selling sponsorship opportunities to clients like Guinness, iHeartMedia, and T-Mobile.

Event and Marketing Manager | Food Trucks 2 Go
Sept 2018 - Oct 2020 • *Watertown, MA*

Food truck catering division of Food Truck Festivals of America

- Owned the process of managing catered events for clients like Teradyne, Microsoft, Jetblue, and the MBTA. Managed funds of up to \$100,000 for each event, bringing 5+ food trucks to over 100 employees.
- Redesigned the business process for coordinating events, creating step by step guides and optimizing efficiency.
- Managed the social media marketing channels and the email marketing outreach to find new client opportunities.