

Hi, my name is

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EXPERIENCE

BEARDED OWL DESIGNS | 2012 - CURRENT

DESIGNER/OWNER

- Create innovative design packages to elevate and differentiate branding and advertising initiatives
- Meet with client to determine marketing and design vision, scopes of work, and budgets and deliverable timeframes
- Format designs and media for use in print and web applications; deliver production-ready graphics in HTML and CSS

LEITH AUTOMOTIVE GROUP | 2013 - 2017

PRODUCTION MANAGER

- Managed production from concept to execution of various marketing projects including direct mail, email marketing, print collateral, event planning, web development, and video/radio production
- Established workflow processes and production schedules and routinely communicated project statuses to account executives
- Consistently updated processes and technologies — implemented new project management software that increased efficiency and greatly improved the workflow for the department as a whole
- Carefully reviewed new brand guidelines and maintained compliant use of copy and graphic imagery in all materials
- Developed comprehensive online resource library to increase efficiency
- Developed marketing strategies to increase sales and profitability
- Mentored new members of design staff during onboarding
- Central point of communication between creatives, account executives, marketing director and social media teams

LEITH AUTOMOTIVE GROUP | 2012 - 2013

WEB & GRAPHICS DESIGNER

- Worked collaboratively with the creative team and copywriters to create consistent and compelling advertising messages
- Created email, print and other web marketing materials that effectively communicated the goals and objectives of the multiple brands we managed
- Designed and maintained a cohesive visual identity and implemented branding guidelines across all marketing materials

MAKE AN IMPRESSION PRINTING | 2011

GRAPHIC ARTIST

- Met with clients to determine the requirements and objectives of the project
- Developed concepts, graphics, layout and setup files for prepress
- Assisted in set-ups of 4-color printing press, making any necessary adjustments

SOUTHERN ENERGY MANAGEMENT | 2009

WEB/GRAPHICS DESIGN INTERN

- Manipulated and edited graphics and images for website, including photo retouching and correction
- Created publication-ready advertisements, print collateral, event branding and illustrations while working within the brand guidelines

OBJECTIVE

SUCCESS-ORIENTED CREATIVE READY TO CONTRIBUTE TO A TEAM WITH A COLLABORATIVE, TEAM-ORIENTED APPROACH TO THE CREATIVE PROCESS. ORGANIZED, GOAL DRIVEN AND READY TO JOIN A TEAM WHERE THE SHARING OF IDEAS AND EXPERTISE FACILITATES CONTINUED PROFESSIONAL AND PERSONAL GROWTH.

EDUCATION

ADVERTISING & GRAPHIC DESIGN ASSOCIATE OF ART, 2011

WAKE TECH COMM COLLEGE, RALEIGH, NC

ASSOCIATE OF ART, 2011

WAKE TECH COMM COLLEGE, RALEIGH, NC

CERTIFICATIONS:

- GRAPHICS & DESIGN
- WEB & GRAPHICS DESIGN
- DIGITAL MEDIA

SKILLS

HTML5/CSS3	● ● ● ● ○
PHOTOSHOP	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
INDESIGN	● ● ● ● ○
DREAMWEAVER	● ● ● ○ ○
MICROSOFT OFFICE	● ● ● ● ●
EMAIL MARKETING	● ● ● ● ○
PRODUCTION MGMT	● ● ● ● ○
MAC / PC	● ● ● ● ●
TYPOGRAPHY	● ● ● ● ○