

WORK EXPERIENCE

Digital Designer

Dillon Supply Company — Raleigh, NC

2021-Present

Led the end-to-end development and management of all digital marketing materials, overseeing social media presence, company branding, and web design. Spearheaded product marketing and promotions, from conception to execution, demonstrating proficiency in project management. Orchestrated digital advertising campaigns, utilizing analytics to enhance marketing strategies. Successfully managed and analyzed campaign performance, contributing to data-driven decision-making. Took charge of promotional event management, ensuring seamless execution. Initiated and implemented customer engagement and retention projects, contributing to overall brand loyalty.

- Spearheaded successful product marketing and promotions, contributing to an increase in engagement.
- Innovatively designed and executed promotions, demonstrating a keen eye for brand aesthetics.
- Ensuring deadlines and quality standards were consistently met and/or exceeded.
- Applied digital advertising strategies and conducted in-depth analytics to optimize marketing campaigns effectively.

Graphic Designer

Classical Conversations — Southern Pines, NC

2020-2021

Drove the visual narrative for a globally recognized educational institution, spearheading design initiatives that propelled client engagement by 35%. Executed over 300 graphic design projects, including web design, logos, brochures, advertisements, and infographics.

- Orchestrated campaigns to expand the customer base and elevate market promotions, consistently exceeding management goals.
- Collaborated seamlessly with the marketing team to produce cohesive and engaging assets across various platforms.
- Implemented drip marketing campaigns that captured new leads, contributing to a significant client growth.
- Excelled in maintaining a higher creative standard, demonstrating exceptional time management, quality, and accuracy.
- Proficiently utilized Adobe Creative Suite, Hubspot CRM, Workfront, Sharepoint, Traction EOS, and other industry-standard platforms.

Lead Digital Media & Graphic Designer

Grey Stone Church — Durham, NC

2017-2020

Championed the design, development, and implementation of both digital and print promotional, marketing, and educational materials for a vibrant community. Exceeded position expectations by consistently going above and beyond for both administration and the wider community.

PERSONAL PROFILE

I pride myself on being an energetic creative professional with a versatile background encompassing various facets of design and the creative process. With a proven track record of expertise, I excel in crafting compelling designs that captivate. I am passionate about incorporating contemporary design trends while honoring traditional industry standards. I am eager to take on a challenging role where I can leverage my skills in a dynamic and collaborative environment to produce visual excellence.

EDUCATION

Bachelor of Art & Design

Multidisciplinary Studies

North Carolina State University
2004

SKILLS

- Adobe Creative Suite
- Typography
- Graphic Design
- Art Direction
- Photography
- Videography
- Illustration
- Marketing
- Social Media
- Branding & Identity
- Campaign Development
- Project Management

- Led the design, development, and implementation of a wide range of assets, including marketing materials, logos, brochures, newsletters, bulletins, infographics, visuals, videography, online/offline promotional materials, advertisements, websites, mobile applications, and social media assets.
- Collaborated with staff and leadership to formulate strategies that addressed organizational needs and maximized opportunities for successful communication.
- Efficiently managed production budgets, resulting in a remarkable 45% decrease in yearly costs.
- Exceeded goals in revitalizing branding, workflow, internal/external communication, and updating practices to industry standards.

Art Director

2009-2017

Freelance

Transformed select clients into a comprehensive portfolio through successful collaboration — merging creative vision with strategic insight to breathe life into brands. Possessing a keen eye for design and an in-depth understanding of market trends, closely collaborated with clients to conceptualize and execute compelling visual campaigns across multiple platforms.

- Excelled in translating abstract concepts into tangible, impactful experiences.
- Adaptability and versatility fueled the growth of diverse projects and industries, ensuring that every outcome exceeded client expectations.
- Dedicated to providing creative solutions that boosted brands and connected with audiences, leading to success in a changing creative environment.

Graphic Designer, Production Artist, QA Manager

2004-2009

Micromass Communications — Cary, NC

Joined Micromass Communications as a QA Specialist, rapidly advancing to roles such as Graphic Designer and Production Artist within the first year. Played a pivotal role in content and material creation for leading pharmaceutical and healthcare companies, ensuring compliance with standards for submission to regulatory bodies and live production.

- Collaborated seamlessly with internal and external departments and brand teams to build and maintain design materials, adhering to stringent standards for submission to the FDA, DDMAC, and/or live production.
- Contributed to special projects including pharmaceutical product launches, brand management, and various health and medication communication programs.
- Created award-winning print and digital design content for industry-leading pharmaceutical and biotech companies.

AWARDS & RECOGNITION

American Advertising Awards

Branding – Micromass Communications

Medical Marketing & Media

Silver – Merck: “A.I.R. Program”

Medical Marketing & Media

Silver – Novartis: “BP Success Zone”

Global Employee of the Quarter

Corporate – Muzak LLC.