



Visual Designer

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Forward-thinking and innovative, I blend creativity with collaboration to engage and excite with my design work . Always seeking improvement, growth, and to bring new ideas to the table.

Work Experience

The Children's Group

Mar '22 - Current | Graphic Designer

- In place of Creative Director maintained production schedules for all Wholesale efforts in digital and print collateral
- Design yearly Wholesale catalog and related materials
- Manage Wholesale catalog production schedule
- Lead designer for all packaging collateral, box artwork, and labels
- Produce instruction booklets and packaging leaflets
- Manage collateral production schedule

The Children's Group

Mar '19 - Mar'22 | Web Designer

- Email designer for marketing both B2C and B2B (approx. 500+/yr)
- Created website assets for site changes and redesigns
- Managed Front End development of blog and landing pages
- Produced graphic assets for social and affiliate programs
- Redeveloped email design wireframe system
- Lead efforts in best practices across web platforms
- Planned web dev efforts with Back End team

Performance Bicycle

June '18 - Jan '19 | Social Media Coordinator.

- Managed social media channels across Instagram,, Facebook, and YouTube
- Assisted in planning and photography for web assets
- Planned monthly giveaway contests with vendors and clients
- Placed and managed social media ads
- Produced review videos for YouTube channel efforts
- Maintained brand integrity and vision to corelate with all print/media channels
- Increased followers 30% in 6 months, and retargeting to key demographic areas

Citation Labs & ZipSprout Marketing

Dec '15 - Sep '16 | Client Relations Specialist

- Engaged with potential clients to promote growth and help facilitate sponsorships opportunities
- Partnered with events to secure sponsorship and charitable donations
- Identified key growth areas tailored for our client's individual needs
- Designed promotional materials including banner ads and graphics

Skills

- Website redesign and development
- HTML, Java script, CSS, DIV, and WordPress
- Interactive design
- UX Design
- Landing page design
- Blog design and development
- Email design and best practice
- Packaging design
- Social advertising/marketing
- Social channels including Facebook, Instagram, Twitter and YouTube
- Drawing and illustration

Tools

- PC & Mac operating systems
- Adobe Creative Cloud: Photoshop, Dreamweaver, Illustrator, InDesign & XD
- Figma
- Bootstrap 5
- Hybris ecommerce platform
- Marketers Studio CMS
- Microsoft Office Suite
- Hootsuite, Curalate, & Ad Espresso

Education

Meredith College

Spring '16 - May '18

Bachelor of Arts

Graphic Design Major

Wake Tech Community College

Fall '13 - Fall '15

Associate of Arts