

STRENGTHS

Advertising
 Art Direction
 Branding & Identity
 Campaign Strategy
 Event Branding & Design
 Illustration
 Interaction Design
 Layout
 Logo Design
 Swag & Direct Mail
 Typography
 Website Design

TECHNICAL SKILLS

Adobe Creative Cloud
 Asana
 Figma
 Google Workspace
 Mailchimp
 Sketch
 Splash
 Stripo
 Trello
 Webflow
 Wordpress

EDUCATION

The Art Institute of Seattle
 BFA, Graphic Design

CONTACT

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ABOUT ME

VIVACIOUS ARTIST with 15+ years of experience in graphic design who assists team members in developing a creative strategy to design branding and campaigns. **VISUAL STRATEGIST** who designs and builds landing pages drawing attention to company web pages by marketing toward targeted audiences. **VIBRANT DESIGNER** who leads brand exploration by overseeing the collaboration of the creative and content teams to achieve the full scope of every project.

EXPERIENCE

CREATIVE DIRECTOR - OPPORTUNITY EDUCATION 11/2022 - PRESENT

- Strategized, built, and managed the organizations marketing plan over email, website/blog, social, and paid marketing channels.
- Partnered with product and business development teams to conceptualize, design, and execute on marketing campaigns on a weekly basis.

SENIOR MARKETING DESIGNER - PEERSTREET 10/2021 - 5/2022

- Partnered with content, product, and event teams to up-level brand recognition & scale marketing efforts within a lean team to provide creative initiative and meet project guidelines.
- Led art direction and managed an external creative agency to meet video and animation marketing needs.
- Maintained the company website by designing, updating, and editing 37+ webpages to streamline user experience using Webflow along with HTML & CSS.
- Oversaw outsourcing agency smaller initiative projects, providing teams with direction and feedback, while focusing on higher-level campaigns.

FREELANCE GRAPHIC DESIGNER - RADAR 5/2021 - 7/2021

- Designed concepts and executed marketing materials including web pages, case studies, social ads, and whitepapers.
- Led brand exploration, development, and style guide reaction by providing baseline tools necessary for marketing strategies.
- Implemented a visual style direction using existing company colors and logo design to add flexibility to brand representation.

ART DIRECTOR - BRANCH 10/2018 - 4/2020

- Developed and designed marketing campaigns and events while executing the company's brand style guide.
- Assisted with additional projects including e-books, case studies, infographics, direct mail & packing, internal & external swag, organic & paid ads, web design, and marketing collateral materials.
- Led targeted direct mail campaigns gaining \$1M+ in pipeline
- Assisted lead generation teams in testing and refining paid campaigns, increasing the pipeline by \$300K within the first few months of implementation.

FREELANCE GRAPHIC DESIGNER - SKYKICK 04/2021 - 06/2021

ART DIRECTOR & CREATIVE DIRECTOR - TUNE 10/2013 - 10/2018