

EGraphicDesign.com

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## EDUCATION

Florida State University, BA

## ONLINE PORTFOLIO

EGraphicDesign.com



## PROFESSIONAL SUMMARY | KEY ACHIEVEMENTS

### Communications & Data Visualization Program Manager

#### Institute for Justice Research & Development at Florida State University

- Responsible for design and communication with shareholders in the creation of print and digital media.
- Fluent in Adobe Indesign, Illustrator, Photoshop, Captivate; iMovie, Wordpress, Powerpoint, Vyond and other Mac OS software.
- Coordination with outside agencies and partners for fundraising, marketing, and PR.

### Senior Marketing Strategist • FBMC Benefits Management, Inc.

- Created design and brand concepts for the both the company and its clients.
- Responsible for the projects from concept to completion, translating marketing objectives into creative strategies, ensuring visual standards are met across all media platforms.
- Products included campaigns (print, web, social media, broadcast, corporate events and programs).

### Design & Ad Director, King Arthur's Tools • Tallahassee FL

- Fostered business growth through branding, advertising, web design and social media.
- Produced E-commerce website, tradeshow displays and product packaging.
- KATools was recognized as the "World's Smallest Chain Saw" at the National Hardware Show in Las Vegas, HGTV featured Merlin® as the top "cool product" in their showcase episode and CNN Weekend covered Merlin® as one of their top 6 products.

### Marketing Services Manager, Younger Associates • Memphis TN

- Increased outreach marketing for established clients that included hospitals, businesses, and law firms.
- Implemented brand identity, marketing materials, web and social media campaigns.
- Established and maintained communications between clients and the internal team.
- Created ad copy and press releases, marketing plans, media schedules, pitches and RFP responses.
- Converted research and data into promotional communications for regional economic development initiatives and designed survey materials for focus groups.

### Owner, EGraphicDesign • Orlando FL & Henderson KY

- Achieved success in the election of the first female mayor in Henderson, KY within challenging time frames and limited resources.
- Collaborated with advertising agencies, municipalities, businesses and organizations to promote Henderson Blues & Bluegrass throughout the region.
- Converted multiple HTML websites to responsive Wordpress CMS and established Google Analytics tracking and linked social media accounts, set-up Paypal gateways.
- Provided services as a certified web hosting reseller and Constant Contact All-Star provider.
- Achieved Tennessee Traverse Awards for Excellence in Tourism Marketing.

### Graphic Designer, The Kidd Group • Tallahassee FL

- Created corporate identity collateral, annual reports, product packaging and educational materials.
- Coordinated communications among clients, staff and providers for photography, print and media.
- Award-winning marketing and advertising materials were created in a collaborative team environment.

### Art Editor, Division of Marketing, FL Dept of Agriculture & Consumer Services

- Created tradeshow exhibits to promote Florida products at international and national shows and events.
- Directed photography shoots and worked with agribusiness groups and organizations.
- Received Seafood Business Magazine Marketing and Soybean Marketing Association Awards.