

EGraphicDesign.com

nancy@Enancy.com

407-376-1134

## EDUCATION

Florida State University, BA

## ONLINE PORTFOLIO

EGraphicDesign.com



## PROFESSIONAL SUMMARY | KEY ACHIEVEMENTS

### Digital Specialist, Writer | Florida State University College of Social Work

- Providing part-time consultation for grant funded projects to create web identities for new FSU Institutes.
- Set up hosting, registrations and built 4 Wordpress websites, providing ongoing maintenance and design.

### Communications & Data Visualization | FSU Institute for Justice Research & Development

- Responsible for translating data into design and communication products for an academic research institute.
- Adept at working with outside agencies, staff and teams to produce creative solutions.
- Fluent in Adobe Indesign, Illustrator, Photoshop, Captivate; iMovie, Wordpress, PowerPoint, Vyond and other Mac OS software needed to produce final digital and print communications.

### Senior Marketing Strategist | FBMC Benefits Management, Inc., Tallahassee FL

- Created marketing materials for a large health insurance employee benefits management firm.
- Responsible for translating marketing objectives into creative strategies, ensuring visual standards were met across all media platforms. Worked directly with clients and vendors to produce enrollment materials.
- Products focused on employee enrollment campaigns for print, web, social media, broadcast and events.

### Art Director | King Arthur's Tools, Tallahassee FL

- Fostered business growth through branding, advertising, web design and social media.
- Produced E-commerce website, trade-show 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 CNN Weekend episode.

### Marketing Services Manager | Younger Associates, Jackson & 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.
- 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 | Henderson KY and Orlando FL

- Achieved success in the election of the first female mayor in Henderson, KY with a grassroots campaign.
- Collaborated with tourism boards, chambers of commerce, advertising agencies, economic development boards, private businesses and non-profit organizations to promote Henderson Blues & Bluegrass throughout the region.
- Converted multiple HTML websites to responsive Wordpress CMS and established Google Analytics tracking. Set up social media accounts, YouTube Channels and Ecommerce merchant gateways with on-line stores.
- Consulted remotely as a certified web hosting reseller and Constant Contact All-Star advisor.
- Achieved Tennessee Traverse and Addy Awards for Excellence in Tourism Marketing.

### Sr 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, Tallahassee FL

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

### Graphics Specialist | Tallahassee-Leon County Planning Department

- Designed Annual Reports, Statistical Digests, Newsletters and other City of Tallahassee publications.