

## education

**m.a. graphic design | 2008**  
savannah college of art and design  
atlanta, ga

**b.a. computer graphics | 2005**  
winston salem state university  
winston salem, nc  
+ dean's list recipient seven times  
+ cum laude graduate

## skills

- + knowledge of advertising, strategic planning, public relations, retail, financial services, point of purchase, real estate and client relations
- + highly skilled in adobe creative suite and microsoft office
- + uncanny ability to abide by strict brand guidelines
- + ability to manage projects, multi-task and prioritize daily projects
- + experience training new employees

## software

### adobe creative suite

indesign | photoshop  
illustrator | bridge

### microsoft office

word | excel | powerpoint

## experience with

quarkxpress | dreamweaver  
content management systems  
digital asset management

## knowledge of

html | css | ux/ui

## platforms

mac | pc

## awards and recognitions

### incomm

+ selected and promoted to brand marketing manager for the sales team in the financial services department

### rr donnelley (the home depot)

+ selected and promoted to senior level graphic designer for corporate signage for the home depot  
+ received "bravo" award for meeting and exceeding goals and tight deadlines within the first month of being on the job at rr donnelley (the home depot)

## experience

**incomm | atlanta, ga | 2016–present**  
brand marketing manager

- + tasked with designing, managing and delivering effective messaging and creative promotions using a variety of marketing channels for print, digital and social for the vanilla® suite in the financial services department
- + obligated with defining the target audiences for key products and developing a means to reach them efficiently
- + responsible for growing the equity of the vanilla® gift and onevanilla® specific product brand lines
- + originate the development of compelling messaging in coordination with sales and product management teams to effectively communicate our competitive advantages and competitive position
- + establishes and oversees complete brand integrity and cohesiveness
- + works directly with the vice president of sales, as well as with various teams such as production, trade marketing, merchandise and bank associations
- + responsible for setting up promotions and communicating with store vendors
- + provides creative direction to the creative team, as well as 3rd party vendors
- + researches latest marketing trends and provides insight
- + responsible for gathering content for request for proposals (rfp), formatting, assisting in final submission, as well as exhibits
- + tasked with maintaining a strict process for artwork which includes; routing requests to start creation of artwork, routing to Bank for approval, routing required edits and confirming strict brand guidelines are followed

**incomm | atlanta, ga | 2015–2016**

brand and web designer

- + responsible for establishing and maintaining the brand for a range of collateral for print, web, mobile and social for the vanilla® suite in the financial services department
- + oversaw design and ux for responsive cms websites and mobile devices
- + maintained a clear understanding of how to create compelling visuals and developed guidelines that resulted in consistency and a meaningful user experience for the end user
- + worked directly with the vice president of marketing and various other teams, such as the production, web development and operations teams

**rr donnelley (the home depot) | atlanta, ga | 2014–2015**

senior graphic designer

- + tasked with the creation and revision of various corporate signage for the second largest retailer in the world, the home depot
- + originated the planning, strategic design and production of the corporate signage for all 2,248 stores across the united states, guam and puerto rico
- + exceeded deadlines which increased team morale and client satisfaction
- + perfected all corporate signage in three different language versions: english, bilingual and puerto rican
- + maintained close relationships between clients and the design team and was able to execute all deliverables under tight deadlines, as well as with precision
- + established and implemented effective brand guidelines to increase retail sales and customer awareness
- + worked closely with various managers, such as production manager, senior manager of promotional & corporate signing, various design team members, proofreaders, copywriters and project managers
- + effectively managed projects from concept to completion

**rr donnelley (the home depot) | atlanta, ga | 2012–2014**

graphic designer

- + executed creative overhaul of in-store promotional credit signage for the second largest retailer in the world, the home depot
- + designated to lead the weekly signing governance executive review (sger), also trained new employees on the procedure
- + perfected all promotional signage in three different language versions: english, bilingual and puerto rican
- + established and implemented effective brand strategy to increase retail sales and customer awareness
- + worked closely with various managers, such as production manager, manager of credit services, manager of promotional events, senior manager of promotional & corporate signing and various design team members, proofreaders, copywriters and project managers
- + provided art direction and execution techniques to fellow design team, as well as the client
- + effectively managed projects from concept to completion

**infinite communications | atlanta, ga | 2009–2012**

junior graphic designer | production artist

- + responsible for the creation and revision of a range of collateral for print, web and mobile, including stationery, packaging, proposals, invitations, billboards, sell sheets, information design, online catalogs, maps, wayfinding, web banners, direct mail items, brochures, design and program eblast
- + established and implemented effective brand strategy to increase retail sales and customer awareness
- + exceeded deadlines which increased team morale and client satisfaction
- + collaborated with the design team to implement successful design strategies on projects

**alicias | atlanta, ga | 2008–2009**

graphic designer

- + responsible for conceptual development and revision of collateral, website updates, invitations, direct mail, newsletters, announcements and advertising as well as various other tasks assigned
- + created branding and stationery, information design, brochures, print production, as well as photo manipulation and retouching
- + assisted with research, planning, strategy and also development on specific projects
- + provided project management on all projects throughout completion

**leader enterprises inc | roswell, ga | 2008**

contract graphic designer

- + created and revised various point of sale materials for retail giant, general mills: advertisements, posters, stack signs, mailers, ads, coupons, wobblers, templates and information design
- + abided by strict brand guidelines in order to maintain the brand