

experience

incomm | atlanta, ga | 2016–present
brand marketing manager & art director

- + part of an integral team that has acquired the exclusive distribution rights of the amex serve platform & american express's prepaid reloadable & gift card products, a company with \$32 billion in revenue
- + tasked with leading the design, strategy, managing & delivering effective messaging & creative promotions using a variety of marketing channels for print, web, mobile & social, for a \$3 billion brand
- + provides hands on design, leads creative direction & oversees complete brand integrity with various teams
- + works with the insights manager to research the latest marketing trends & provides insight
- + knowledge of gathering content for request for proposals (rfp), formatting & assisting in final submission
- + tasked with managing a strict process for artwork, including routing requests, acquiring mandatory approvals, routing required edits & confirming strict brand guidelines are implemented
- + leads key initiatives to improve design performance, as well as promote product awareness
- + collaborates & organizes meetings with teams composed of multi-disciplinary backgrounds
- + creates & enhances templates, brand guidelines & provides governance to internal & external partners
- + established & maintains the first ever financial services intranet page

incomm | atlanta, ga | 2015–2016
brand & web designer

- + responsible for establishing & maintaining a range of collateral for print, web, mobile & social for the vanilla® suite in the financial services department
- + oversaw design & ux for responsive cms websites & mobile devices
- + worked directly with the vice president of marketing & various other teams, such as the creative team, web development & operations team

rr donnelley (the home depot) | atlanta, ga | 2014–2015
senior graphic designer

- + lead the creation & revision of various corporate signage for the home depot, with \$88 billion in revenue
- + originated the planning, strategic design & production of the corporate signage for all 2,248 stores across the united states, guam & puerto rico
- + exceeded deadlines which increased team morale & client satisfaction
- + perfected all corporate signage in three different language versions: english, bilingual & puerto rican
- + maintained close relationships between clients & the design team & was able to execute all deliverables under tight deadlines, as well as with precision
- + established & implemented effective brand guidelines to increase retail sales & customer awareness
- + worked closely with various teams composed of multi-disciplinary backgrounds
- + 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 home depot
- + designated to lead the weekly signing governance executive review (sger)
- + perfected all promotional signage in three different language versions: english, bilingual & puerto rican
- + established & implemented effective brand strategy to increase retail sales & customer awareness
- + worked closely with various managers & design team members, proofreaders & copywriters
- + provided art direction & execution techniques to fellow design team & client

infinitee communications | atlanta, ga | 2009–2012
junior graphic designer & production artist

- + responsible for the creation & revision of a range of collateral for print, web & mobile
- + established & implemented effective brand strategy to increase retail sales & customer awareness
- + exceeded deadlines which increased team morale & client satisfaction

alicias | atlanta, ga | 2008–2009
graphic designer

- + responsible for conceptual development & revision of printed collateral, as well as website updates
- + assisted with research, planning, strategy & also development on specific projects
- + provided project management on all projects throughout completion

leader enterprises inc | roswell, ga | 2008
contract graphic designer

- + created & revised various point of sale materials for retail giant; general mills
- + abided by strict brand guidelines in order to maintain brand consistency

education

m.a. graphic design | 2008
savannah college of art & 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

- + print, web, mobile & social design
- + art direction
- + branding
- + leading creatives & non-creatives
- + ability to prioritize
- + employee training & mentoring
- + results oriented

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
+ supports integrated teams responsible for the newly acquired american express as well as the amex serve technology platform
+ selected and promoted to brand marketing manager and art director for the product marketing team in the financial services department

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