

Work Experience

Technical Skills

Proficient in:
Adobe Creative Suite
Acrobat Pro
MS Word
MS Powerpoint
MS Excel
SharePoint

Knowledgeable in:
Keynote
Wordpress
HTML and CSS
MS Project
MS Visio

January 2019-Current | City of Cedar Park Graphic Design & Communications Specialist

Cedar Park, TX

- Manage creative branding for each department
- Work with City management, department heads and elected officials to create reports, presentations and one-pagers
- Take highly technical information and rework to be easily understood by everyone
- Write content for social media, websites, emails, and event promotions
- Conceptualize, design and present marketing materials and campaigns for City departments, including: emails, social media posts, templates, websites, infographics, signage and giveaways
- Design, build and maintain campaign specific microsites in Wordpress.

May 2015-January 2019 | Sherry Matthews Advocacy Marketing Production Artist

Austin, TX

- Work with upper management to create new business proposals (RFPs), sales pitches, research reports and presentations. Clients include: Texas Department of Transportation, Texas Parks and Wildlife, LCRA, City of Austin, Washington State Department of Transportation, Baylor Scott and White Health, Texas Children's Health Plan, Metropolitan Washington Council of Governments and New York Department of Health
- Maintain brand identity and update marketing elements as needed
- Work with creative team to develop concept creative for RFPs
- Design new pieces of creative to match existing campaigns
- Build animated and static rich media digital banner ads

August 2012- May 2015 | Collective a Media Agency Interactive Designer

Bellevue, WA

- Manage creative team workload, tasks and projects
- Conceptualize and create marketing campaigns. Clients include: Aurora Health, Community Health Systems, T-Mobile, BBC, Proctor & Gamble, Merck, Microsoft, Coach, Yoplait, Chrysler, GMC, Jelly Belly and Verizon
- Create mobile and rich media ads
- Create spec creative campaigns to be used in new business pitches by Sales team

September 2011- August 2012 | Sound Publishing Creative Artist

Poulsbo, WA

- Manage ad library and digital uploads of publications
- Work with sales, clients and editors to conceptualize ad ideas and manage client assets
- Create advertisements and new marketing campaigns for businesses
- Responsible for releasing special edition magazines and weekly newspapers to press

July 2010- September 2011 | Oneupweb A Digital Marketing Agency Interactive Graphic Designer

Traverse City, MI

- Create website and landing page layouts, web and print ad design
- Work with the Marketing department to create new internal branding and campaigns
- Work directly with clients including Banfield Animal Hospital, Nationstar Mortgages and Eagle Advancement Institute

Education

Full Sail University, Winter Park, FL
MFA in Media Design
with an emphasis in marketing

Full Sail University, Winter Park, FL
BS in Digital Arts & Design

Design Internship with Disney Sports and Technology Lake Buena Vista, FL

- Work with Marketing and Sales to create marketing collateral
- Work with ESPN and Disney to help rebrand Disney Wide World of Sports into ESPN Wide World of Sports