

# COLTON TOLLETT

GRAPHIC DESIGNER / DEVELOPER



800 S. McKinley Ave, Calera OK



580-743-7806



coltontollett96@gmail.com

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To whom it may concern,

My roles within the Choctaw Nation have given me a great deal of experience in working with integral aspects of the tribe including government/tribal services programs, casino gaming, Food & Beverage, and entertainment. I have had the opportunity to work and collaborate with tribal leadership as well as casino management to provide creative input on a number of nationwide initiatives and regional casino promotions. I feel strongly that my previous background in marketing for tribal service programs, my experience in graphic design and my knowledge of technology and web development through my studies of Computer Science would make me an excellent fit for this role.

As Marketing Coordinator for the Choctaw Nation I had the opportunity to work closely with a number of tribal service programs including Foster Care, Higher Education, Cultural Services, and more. I was able to utilize both my communication and graphic design skillset to ensure that all materials were delivered accurately and according to strict branding standards. This position allowed me to develop an excellent understanding of the intricate processes associated with tribal services programs as well as the important role that they play in the local communities and well-being of tribal members throughout the state. After moving into the Graphic Designer role for the Choctaw Casino Durant location, I was able to quickly take on a number of complex projects to suit the needs of the casino promotional efforts. In this role I have shown proven ability to work with a large number of projects in high pressure situations and provide productive communication to marketing teams.

Over the past 2 years I have taken it upon myself to learn development and programming specifically for web design and web-centered applications. What started as a simple hobby on the side quickly became a passion and I soon enrolled in the Computer Science program at Southeastern Oklahoma State University where I am finishing my second semester of CS courses. I have learned a wide range of technology based skills in my classes which have included courses in Java programming, Android app development, and web design. I am proficient in building applications with programming languages such as Java and Javascript with experience in utilizing these languages to integrate data through back-end APIs. I also have a deep understanding of HTML, CSS and CSS frameworks including TailwindCSS and Bootstrap which allow me to design modern and functional UIs. In this role, I would be able to use my knowledge of modern tech with my background in marketing and communications, which has given me extensive knowledge of SEO techniques and popular CMS platforms such as Wordpress and Webflow.

As I continue my education in Computer Science I will be able to further apply my knowledge to this role and, with my experience in design and marketing, will prove to be great asset to the team.

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Sincerely

COLTON TOLLETT

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# COLTON TOLLETT

GRAPHIC DESIGNER / DEVELOPER



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Experienced Graphic Designer with knowledge

## SKILLS

- Graphic Design
- Motion Design
- UI/UX Design
- HTML / CSS
- Java Programming
- Javascript Programming
- SEO
- Marketing Automation

## EDUCATION

B.S. Computer Science

Southeastern Oklahoma State University

2022-2024

B.A. English with Writing Emphasis  
Minor in Communications

Southeastern Oklahoma State University

2014-2017

## WORK EXPERIENCE

### GRAPHIC DESIGNER

Choctaw Nation of Oklahoma / Durant, OK / 2019-Present

- Design promotional materials for various Choctaw Nation Casino Resort venue needs including gaming, Food & Beverage, and entertainment
- Provide accurate format and sizing for print and digital design including social media, email, digital screens, flyers, posters, and game pieces
- Provide creative input and design options to marketing and creative management/art directors for monthly casino promotions
- Work cross-functionally with creative teams to ensure all projects are completed accurately and adhere to casino branding standards
- Utilize Workfront Project Management platform to maintain multiple projects and tasks with competing deadlines and priorities
- Provide accurate communication to marketing teams to ensure all creative needs are met for promotional materials
- Work with production artists to ensure all appropriate design files are delivered within projected timeframe
- Work closely with Choctaw Print Services and outside vendors to ensure all production requirements are met for promotional pieces
- Provide copywriting and promotional naming for casino promotional materials
- Assist Art Directors in applying Choctaw Nation brand guidelines to casino marketing materials

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## CERTIFICATIONS

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- Hubspot Academy Content Marketing
- Hubspot Academy Inbound Marketing
- Google Ads Search Certification
- SEM Rush Content Marketing and SEO Fundamentals
- SEM Rush Keyword Research
- Workfront Project Management Ascent Training

## PROGRAMS/TOOLS

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- Adobe Creative Suite
- Workfront
- SEM Rush
- Google Adwords
- Google Analytics
- MS Office
- Wordpress
- Mailchimp
- Constant Contact
- Buffer/Hootsuite/Social Media scheduling tools

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## REFERENCES

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### TRAVIS LYONS

Creative Director | 903-818-3002

### BROOKE DAMERON

Art Director | 580-380-9404

### JASON HICKS

Senior Graphic Designer | 580-775-0058

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## WORK EXPERIENCE CN

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### MARKETING COORDINATOR

Choctaw Nation of Oklahoma / Durant, OK / 2017-2019

- Designed digital and print ads including social media, email, video screen, flyers, posters, and brochures for Choctaw Nation Tribal Services
- Assisted Marketing Director in maintaining branding standards across various departments and tribal services
- Assisted managers and Tribal Service programs to develop extensive marketing plans and procedures
- Collaborated with marketing, creative, and leadership teams to design accurate communication materials
- Managed the media buying process of billboards and outdoor media
- Wrote and edited copy for ads, brochures, booklets and other marketing documents
- Coordinated the design and content production of the 2018 and 2019 Official State of the Nation books
- Managed projects through Workfront Project Management platform to ensure all deadlines are met.
- Collaborated with web development teams to update Choctaw Nation Tribal Services email user interface design and implementation

### MARKETING COORDINATOR

Southeastern Oklahoma State University / Durant, OK / 2017

- Coordinated social media strategy across multiple departments
- Assisted Marketing Director in the development of campus-wide digital marketing campaigns
- Developed consistent and creative social media content
- Wrote scripts for University promotional video
- Presented marketing insights to administration through graphs and charts
- Developed organic social media campaigns including hashtag and influencer marketing
- Contributed to design and copywriting for ads and promotional materials
- Assist Marketing Director in the development of email marketing processes

### SOCIAL MEDIA MANAGER

Billboards Etc Inc / Hugo, OK / 2015-2018

- Developed social media strategy to increase awareness of company pages
- Maintained consistent social media plan through scheduling/automation
- Designed and developed UI/Responsive Web Design for company sites
- Developed SEO strategies through Google keyword research to drive traffic
- Conducted A/B testing to increase paid ad engagement and determine CTR, CPC and PPC.
- Utilized marketing insights to design graphics and promotional social media ads.
- Utilized Hubspot platform to execute inbound marketing strategy and automation.