

Education

Berry College, Mount Berry, Georgia [Class of 2010]

- Bachelor of Arts: Visual Communication Major with Minor in Art (GPA: 3.7/4.0)

Work Experience

Leysin American School [Web & Publications Coordinator]

Leysin, Switzerland (August 2012 - Present)

- Achieved a strong, visible social media presence for the school and developed concepts with viral potential
- Increased social media statistics: Facebook Page likes by 319%, Twitter followers by 284%, Pinterest by 1,005 followers, Youtube by 10,042 views and Instagram by 215 followers
- Designed all promotional materials for the school including brochures, posters, advertisements, applications, powerpoints, letter heads, business cards, etc;
- Updated content of school website periodically using the Expression Engine content management system
- Corresponded with the printing companies in Switzerland, China, and U.S. to ensure correct bleeds, margins, resolution, and color
- Managed the complete production and design of the annual Panorama Magazine distributed to Alumni worldwide

Big Time Products [Graphic Designer]

Rome, Georgia (January 2012 - August 2012)

- Utilized Photoshop, Illustrator, and InDesign on a daily basis to create glove concepts, packaging, promotional displays, and advertisements for the various in-house glove brands (Grease Monkey, Soft Scrub Gloves, Wrangler, Digz, True Grip, and Firm Grip)
- Conceptualized, sketched, and designed the 2013 Spring gardening glove collection sold at The Home Depot
 - Created original glove diagrams, packaging, and patterns
 - Researched color trends to choose a specific Pantone palette to match the target consumer's preferences
- Worked directly with vendors such as Wal-Mart and The Home Depot as well as overseas manufacturers in China, Malaysia, and Pakistan to ensure correct colors, bleeds, resolutions patterns, dimension, and glove sizing

V3 Magazine [Graphic Designer]

Rome, Georgia (January 2010 - March 2012)

- Worked one-on-one with advertisers of V3 Magazine to create compelling ads and full page layouts seen by over 30,000+ readers per month, while meeting strict deadlines
- Updated website periodically using the Joomla content management system
- Designed logos, brochures, business cards, flyers, newspaper ads, billboards, letter heads, cookbooks, banners, t-shirts, etc; for various businesses in the Rome area while also supervising the printing and distribution
- Collaborated with the Editor of V3 Magazine to design and layout the entire V3 Wedding issue printed in April 2011

Proficient with:

Adobe Illustrator
Photoshop
InDesign
Microsoft Office
Mac & PC platforms

Experience with:

Final Cut Pro
Dreamweaver
Flash
Joomla
Expression Engine
Wordpress

Social Media:

Facebook
Pinterest
Twitter
YouTube
Instagram
LinkedIn

