INA GROZEVA

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OBJECTIVE

Seeking to increase sales and improve efficiency in a creative position through easy to understand data visualization, eye catching information graphics and effective and simple layout design.

EDUCATION

Bachelor of Science in Visual Communications

Ohio University | Athens, OH
Aug. 2010 – May 2014

Minor: History

SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

DIGITAL PUBLISHING SUITE

HTML/CSS

GITHUB/GIT

JAVASCRIPT

WORDPRESS

SMARTSHEET

CONSTANT CONTACT

MICROSOFT OFFICE

EXPERIENCE

Enrollment Design Manager

Insurance Applications Group | Greenville, SC | July 2015 – Present

Promoted to Design Manager within 13 months due to excellent organizational skills
Recruited and supervised an assistant in the creation of enrollment materials and forms
Led an initiative to reduce printing waste and streamlined print ordering system
Worked with print vendor to organize database of client information

Marketing Designer

Insurance Applications Group | Greenville, SC | June 2014 – July 2015

Collaborated with Art Director to create sales materials that helped bring on 250+ clients
Designed and managed custom forms and marketing pieces for 1,500+ clients
Implemented environmentally conscientious design to help reduce printing costs
Developed internal communication pieces which improved productivity and efficiency
Organized a server to ease collaboration and decrease errors between departments

Graphic Designer

Kennedy Museum of Art | Athens, OH | Aug. 2013 – May 2014

Led the development of marketing materials for the Education Coordinators at the Museum
Created and sent weekly emails to Museum subscribers to bring in visitors
Designed and led a craft project each biannual Family Day with local children

Web Designer/Assistant

Athens Foundation | Athens, OH | May 2013 – Aug. 2013

Developed all marketing collateral for fundraiser which raised $75,000 for local food banks
Designed website and promotional materials

FREELANCE DESIGN

Web Design Online Course
CodeAcademy Ready | September 2016 – October 2016

Developed a familiarity with several computer languages including SASS and JavaScript

Freelance Graphic Designer
Greenville Lawn Care Service | Greenville, SC | October 2015 – Present

Designed yard signs and fliers for local lawn care business

Freelance Graphic Designer
Plumbing by Paul | Greenville, SC | March 2015 – Present

Created logo for start-up plumbing company
Designed marketing materials for company

Freelance Graphic Designer
Double I Sweets | Cleveland, OH | June 2014 – January 2015

Created logo for bakery based in Cleveland, OH
Designed menu of products for owners