



# INA GROZEVA

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## OBJECTIVE

Seeking to increase sales and improve efficiency in an entry level web design 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/JQUERY

### 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
- Designed and managed custom forms and marketing pieces for 1,500+ clients
- Recruited and supervised an assistant in the creation of enrollment materials and forms
- Designed and coded landing pages to educate employees and to increase enrollment
- Led an initiative to reduce printing waste and cut printing costs by 50%
- Partnered with print vendor to organize a database of clients and to streamline ordering process

### 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
- Implemented environmentally conscientious design to help reduce printing costs
- Developed internal communication pieces in order to improve 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 flyers 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