



# 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/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 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