

ABOUT

Creative and strategy-driven graphic designer with over a decade of experience in brand development, digital/print design, and cross-channel marketing. Adept at translating complex brand strategies into compelling visual solutions across channels. Proven ability to maintain brand consistency in fast-paced marketing environments.

SPECIALIZATIONS AND TECHNICAL SKILLS

- Adobe Creative Suite
- Figma / Adobe XD
- Web design and development (HTML/CSS/Javascript)
- Digital Marketing
- Visual and strategic brand design

EDUCATION

University Of Central Florida

Orlando, FL | 2020-2021 | Web Development Bootcamp

Florida Gulf Coast University

Fort Myers, FL | 2011-2015 | BA Graphic Design

EXPERIENCE

MarketingProfs | Graphic Designer & Web Developer

Remote | 2022-Present

- Lead the design and development of visual branding strategies to strengthen brand recognition and customer loyalty while ensuring brand consistency across all channels.
- Designed and developed responsive web pages including landing pages and event micro-sites using HTML, CSS, and JavaScript to ensure an optimal user experience across various devices and browsers.

Parr Moto | Graphic Designer

Fort Myers, FL | 2014-2021

- Produced quarterly marketing kits for 600+ Harley-Davidson dealerships across the U.S including in-store signage, email templates, social media assets, and more.
- Managed multiple concurrent marketing design projects in collaboration with internal teams, ensuring on-time delivery of high-quality visuals.

FGCU Athletics | Graphic Designer

Fort Myers, FL | 2012-2015

- Collaborated with the marketing department to produce cross-channel promotional materials for all games and events.
- Developed and maintained the design of multi-page sponsorship proposal documents.