

XAVIER HARRELL

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ELIOT MANAGEMENT GROUP - FT. WORTH, TEXAS

Manager, Creative Services - October 2011 - Present

Spearheaded comprehensive, 6 month rebranding effort (included new identity, web, training and promotional videos, radio and direct mail) helping bring merchants back and recruit new merchants and employees. Creative direction, project management, strategy, budgetary and production support of company projects. Established marketing plan to target new and existing merchants and prospective employees. Conceptualizing creative initiatives, collaboration with firm principals (web site development, identity systems, ad campaigns including brand positioning and repositioning). Responsible for all aspects of the marketing, creative design, advertising, social media, analytics, print and fulfillment projects for Eliot Management Group and its company holder, First American Processing Systems.

CERTIFIED PAYMENT PROCESSING - CARROLLTON, TEXAS

Senior Graphic Designer - June 2009 - October 2011

Helping drive creative and marketing initiatives and generate design solutions and marketing materials for a broad base of merchants. Designs include logos, training and promotional videos, ads, direct market pieces, posters, flyers, tradeshow pieces, and brochures. Established marketing plan to target new and existing merchants. Create or direct artwork and photography for promotional materials. Created the enterprise website and its subsidiaries generating substantial web traffic and 20% new hire conversions. Established and manage timelines and workflow effectively. Present design concepts to executive and senior management for review.

THE SCOOTER STORE, - NEW BRAUNFELS, TEXAS

Multimedia Designer - February 2008 - October 2008

Responsible for creating internal designs for various departments within the company. Designed and coded internal websites for quarterly events and internal communications. Setup and shot photography and videography for various events and materials. Edited video and output to different media.

SCARBOROUGH SPECIALITIES, - LUBBOCK, TEXAS

Graphic Designer/Web Designer - February 2007-January 2008

Developed corporate identity for numerous businesses. Built and designed company website. Illustrated original T-shirt and apparel design. Concepted and produced ideas in small time frames. Managed and executed color separations for screen printing.

ESD & ASSOCIATES, - SAN ANTONIO, TEXAS

Graphic Designer - October 2006 - January 2007

Created various printed materials. Developed original designs and finished production on other designs. Created original designs and logos for companies including, Seaworld, Texas State University, United Health Systems, Kinetic Concepts Inc.

THE DAILY TOREADOR, TEXAS TECH UNIVERSITY - LUBBOCK, TEXAS

Graphic Designer/Account Executive - January 2005 - May 2006

Created the logo for Texas Tech's yearbook La Ventana. Created the cover and layout for the media kit for Student Media. Planned and devised a drink responsible campaign that lasted for an entire year. Made outbound sale calls to generate new clients and helped develop and plan their advertising campaigns.