

# DREW PROFFITT

GRAPHIC / WEB DESIGNER



## EXPERIENCE

Nike  
Coca-Cola  
Warner Music

**CO-BRANDED DESIGN**  
Richard Petty Motorsports  
Atlanta Braves  
Adidas

2012–PRESENT  
**WAFFLE HOUSE, INC.**  
GRAPHIC DESIGN MANAGER

- ▶ Drive the design direction, execution, and production of high-volume, fast turn-around print and digital media; advertisements, corporate publications, product catalogs, e-mail blasts, presentations, social media, branding, and other forms of visual communication.
- ▶ Coordinate and lead creative group sessions to “inspire, collaborate, and motivate” new ideas for marketing, communications and training materials.
- ▶ Oversee and mentor the creative team with design principles and use of design programs.
- ▶ Ensure that the delivered projects adhere to the policies and standards of the company within the given timeline and estimated budget.
- ▶ Manage and update the company website, while collecting or creating all assets/content.
- ▶ Maintain relationships and communication with multiple printing companies, while producing and troubleshooting print-ready files.
- ▶ Assist in direction and staging of food and people photography with professional photographer.



2013–PRESENT  
**SOUTH CAPITAL PARTNERS, LLC**  
FREELANCE GRAPHIC DESIGNER

TomorrowWorld  
**CO-BRANDED DESIGN**  
White Girl Rosé

- ▶ Design print and digital event advertising for a multitude of affiliated bars and restaurants in the food/beverage/entertainment industry.
- ▶ Collaborate design direction and messaging with marketing manager.




2014–2017  
**VIDA-FLO USA**  
FREELANCE GRAPHIC DESIGNER

Salesforce  
Shaky Beats Fest  
**CO-BRANDED DESIGN**  
Shaky Knees Fest  
LockN' Fest

- ▶ Launched a collaborated re-branding process by implementing a new marketing strategy.
- ▶ Efficiently organized and managed all design files through a cloud based data sharing system.

## CONNECT

 [dproffitt7@gmail.com](mailto:dproffitt7@gmail.com)

 770.714.9212

 [www.drewproffitt.com](http://www.drewproffitt.com)



## MOTTO

Enhance your company image and growth strategies through creative and result driven graphic design, that utilizes my ability to convey a collaborated or shared vision.



## EDUCATION

GEORGIA SOUTHERN UNIVERSITY, MAY 2009  
Bachelor of Fine Arts, Graphic Design



## CREATIVE SKILLS



Graphic Design / Web Design /  
Photography / Drawing / Painting



## INTERESTS

