

DREW PROFFITT

SENIOR GRAPHIC DESIGN MANAGER



EXPERIENCE

2012-PRESENT

WAFFLE HOUSE, INC.

Graphic Design Manager

- Lead the creative development of 300+ annual communications and marketing campaigns across print, digital, social, and in-store channels, supporting a national restaurant brand with 2,000+ locations.
- Coordinate and lead creative group sessions to “inspire, collaborate, and motivate” new ideas for marketing, communications and training materials.
- Provide creative leadership and mentorship to marketing and communications specialists and graphic design interns, guiding creative direction, design standards, and professional development.
- Implement AI-assisted workflows that reduced design production time by 30% while increasing creative output.
- Oversee creative production to ensure projects meet brand standards, deadlines, and budget requirements.
- Maintain detailed communication with print vendors while overseeing the production and troubleshooting of print-ready files.
- Manage and update the company website, while collecting or creating all assets/content.
- Assist in the direction and staging of food and people photography with professional photographers.

2013-2025

SOUTH CAPITAL PARTNERS, LLC

Freelance Graphic Designer

- Designed print and digital branding and event advertising for a multitude of affiliated bars and restaurants in the food, beverage and events industry.
- Collaborated with the CMO to develop creative direction, brand messaging, and marketing communications.

2014-2017

VIDA-FLO USA

Freelance Graphic Designer

- Launched a new collaborative marketing strategy through a comprehensive rebrand.
- Efficiently organized and managed all design files for print and digital media through a cloud based data sharing system.

CONNECT



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www.drewproffitt.com

CAREER PROFILE

Senior Graphic Design Manager with 14+ years of experience leading brand, digital, print, environmental, and social media creative for a nationally recognized organization. Skilled in creative leadership, marketing strategy, AI-assisted design workflows, vendor management, and cross-functional collaboration with industry leading brands. Proven ability to manage high-volume creative production while maintaining brand consistency and driving business results.

EDUCATION

Georgia Southern University, May 2009
Bachelor of Fine Arts, Graphic Design

SOFTWARE & TOOLS

- **Adobe Creative Suite**
(Photoshop, Illustrator, InDesign, Acrobat)
- **AI Tools**
(ChatGPT, Firefly)
- **WordPress**
(HTML/CSS)
- **Figma**
- **Microsoft Office**
- **Google Workspace**

SELECT COLLABORATIONS

- Adidas
- Coca-Cola
- Salesforce
- Warner Music
- Atlanta Braves
- Shaky Knees Fest
- Peachtree Road Race
- Richard Petty Motorsports

