

DREW PROFFITT

GRAPHIC / WEB DESIGNER



EXPERIENCE



2012-PRESENT
WAFFLE HOUSE, INC.

GRAPHIC DESIGN MANAGER

Nike
Coca-Cola
Warner Music

CO-BRANDED DESIGN

Richard Petty Motorsports
Atlanta Braves
Adidas

- Drive the design direction, execution, and production of high-volume, fast turn-around print and digital media; advertisements, social media, corporate publications, product catalogs, e-mail blasts, presentations, branding, vehicle wraps, and other forms of visual communication.
- Leverage AI apps to speed up production and enhance creativity.
- 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.



2013-2025
SOUTH CAPITAL PARTNERS, LLC

FREELANCE GRAPHIC DESIGNER

TomorrowWorld
CO-BRANDED
DESIGN
White Girl Rosé

- Designed print and digital event advertising for a multitude of affiliated bars and restaurants in the food/beverage/entertainment industry.
- Collaborated design direction and messaging with the CMO.



2014-2017
VIDA-FLO USA

FREELANCE GRAPHIC DESIGNER

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

- Launched a new collaborated marketing strategy by implementing a re-branding overhaul.
- Efficiently organized and managed all design files for print and digital media through a cloud based data sharing system.

CONNECT



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770.714.9212



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

Ai

Ps

Id

Dw



Graphic Design / Web Design /
Photography / Drawing / Painting



INTERESTS



Food

Great Danes



Beats



DIY



Basketball

Australia



Australia

Australia