**BONNIE PREJEAN**

817.875.2318 http://prejean.design/

boprejean@yahoo.com linkedin.com/in/bonnie-prejean

**EMAIL AND CONTENT MARKETING | MULTIMEDIA AND UX/UI DESIGN**

Highly motivated professional with a strong background in creative design, seeking Marketing and Design roles. Organized and detail-oriented, adept at managing multiple projects. Skilled in innovative design and fostering collaborative relationships across all organizational levels to drive success.

**TECHNICAL SKILLS**

Marketo | Adobe Illustrator | Adobe Photoshop CS5 | Adobe After Effects

Adobe XD | Autodesk Maya | Invision | Blender | DesignSpark | 3D Printing

Microsoft Office Suite | HTML | CSS | Microsoft Excel | Javascript

**PROFESSIONAL EXPERIENCE**

**Culligan Quench 2022 – Present**

*Industry leader for subscription-based bottle-less water cooler solutions for offices and hospitality*

**Email Marketing Specialist**

* Manages diverse, complex email programs across all business levels, including the implementation of new Win-Back, Referral, Lead Refresh, and Inbound Inquiry engagement streams using Marketo.
* Develops and customizes email templates, copy, and automations.
* Tailors email strategy from A/B testing and campaigns to effectively target customer segments.
* Piloted a customer referral program with over 90 independent Field Sales Representative campaigns.
* Created interactive brand map for sales and customers to engage with product roadmap.
* Develops captivating social media content, incorporating video, animation, photography, and graphic design to unify brand voice for the brand coffee program.

**Drucker Labs, LLC 2021 – 2022**

*Luxury CPG wellness brand producing liquid vitamin supplement*

**Senior Marketing Associate**

* Designed complete website UX/UI for new product launches, updating graphic elements, vector mockups, and photography.
* Managed all marketing materials, from banners to trade show flyers, ensuring consistency.
* Standardized design across 20+ engaging healthcare practitioner brochures for direct marketing.

**Whataburger Restaurants, LLC 2016 – 2020**

*Regional restaurant chain iconic in Texas, with more than 800 locations in 10 states*

**Multimedia Designer**

* Produced dynamic creative assets for internal teams including Business Architecture, Strategy Design, Strategy Execution, and Restaurant Opening Center.
* Standardized corporate design style, including icons, annual project planning workbooks, and templates, enhancing visual consistency and brand guidelines.
* Conducted creative application training workshops for internal associates, covering software navigation and design creation, resulting in expanded skillsets and innovative thinking among team members.

**EDUCATION**

Bachelor of Fine Arts - Digital Design ǀTarleton State University

**CERTIFICATIONS**

UX/UI Design Specialization | Graphic Design Specialization | *California Institute of the Arts*

The Language of Design: Form and Meaning | *California Institute of the Arts*

HTML, CSS, and Javascript for Web Developers | *Johns Hopkins University*

Brand Management: Aligning Business, Brand and Behaviour | *University of London*

Scaling Operations: Linking Strategy and Execution | *Northwestern University*

**PROFESSIONAL AFFILIATIONS**

Alpha Phi Omega Service Fraternity (Alumnus)