

## WORK EXPERIENCE

### **CrowdSouth**

*Bowling Green, KY  
2023-present*

#### **Design Manager**

- Develops and manages client branding
- Works with clients, as well as internal web, social media, search marketing and graphics teams to execute client goals
- Creates, assigns and tracks requests in project management system
- Works with clients on general needs that fall outside of internal departments:
  - Photography and videography
  - Design
  - Signage
  - Promo items
- Physical and digital ad buys (TV, streaming, billboards, newspapers and magazines)
- Assists with marketing strategy

### **Med Center Health**

*Bowling Green, KY  
2017-2021*

#### **Lead Designer**

- Maintains the brand identity for a hospital network with five campuses
- Creates print materials, newspaper ads, web graphics, social media content, animation, apparel and signage
- Collaborates with television, newspapers, printers, sign companies, magazines and online advertisers
- Applies special effects to video content
- Directs photography and video shoots
- Designs most of the key graphics for the hospitals

### **ZebraGraphics**

*Bowling Green, KY  
2000-2017  
2021-2023*

#### **Creative Director**

- Directed a team of graphic designers and web developers
- Managed all local client accounts
- Engaged the public in sales and consultations
- Developed marketing campaigns and materials
- Planned and executed trade show booths
- Installed signage

## EDUCATION

### **Art Institute of Atlanta**

Associates in Graphic Design

## SOFTWARE PROFICIENCY

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Mailchimp

WordPress

GoDaddy

Google Suite

Microsoft Suite

Midjourney AI

ChatGPT4/Dall-E

## WEB3 AFFILIATIONS

**Co-founder:** @3DkingsNFT

**Co-creator:** Lazy Butts

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