

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
 - Collateral materials
 - Signage
 - Physical and digital ad buys (TV, streaming, billboards, newspapers and magazines)
- Wireframes websites for web team
- Video editing

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

Graphic Design Associates

SOFTWARE PROFICIENCY

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Figma

Canva

Mailchimp

WordPress

GoDaddy

Google Suite

Microsoft Suite

AI LITERACY

Claude

ChatGPT/Dall-E

Midjourney

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