



MODERN TOOLS • OLD WORLD CARE

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

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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