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Detail-oriented and versatile Graphic Designer with a proven track record of delivering creative solutions to clients. Highly skilled in client collaboration, offering a comprehensive approach from project initiation to the delivery of exceptional logo designs. Adept ability at crafting engaging social media campaigns, managing advertising strategies, and producing diverse marketing collateral.

Strong communicator with passion for visual storytelling, dedicated to helping organizations achieve their marketing and design objectives.

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## PROFESSIONAL EXPERIENCE

UKG JAN 2024 – PRESENT  
Social Media Content Designer CONTRACT

### *Content Creation*

- Design content for multiple social media channels, including but not limited to images, illustrations, light 2-D animations, and videos.
- Maintain consistency and quality across all social media content using the brand guidelines.

### *Project Management*

- Prioritize and manage multiple assignments with varying deadlines, ensuring timely delivery.
- Collaborate with the larger Creative team on assets needed for stakeholders.

### *Client Engagement and Collaboration*

- Work closely with the social media team to evolve design trends and contribute innovative ideas to enhance the visual presence.
- Attend weekly check-in meetings with the social team and actively participate in brainstorming sessions.

Self-Employed JAN 2020 – PRESENT  
Freelance Graphic Designer

### *Client Engagement and Collaboration*

- Establish communication with clients via email to discuss project requirements.
- Develop comprehensive content plans tailored to project objectives.

### *Logo Design and Iteration*

- Generate multiple design concepts for logos, providing clients with diverse options.
- Facilitate discussions with clients, incorporating their feedback and suggestions.
- Finalize selected logo designs, making necessary adjustments based on client preferences.

### *Deliverables*

- Package and provide clients with comprehensive folders containing finalized logo files suitable for both digital and print use.

Ethos Veterinary Health OCT 2020 – SEPT 2023  
Creative Marketing Specialist

### *Social Media Management*

- Oversaw social media management for multiple hospitals nationwide and the Ethos brand platforms.
- Developed customized social media marketing campaigns tailored to each location's goals.

### *Advertising and Analytics*

- Created and managed Facebook and Google ads; monitored progress and analyzed results.
- Collaborated with 10 Marketing Content Liaisons, coordinated content strategy via email.

### *Collateral Design*

- Designed a wide range of print and digital collateral for hospitals nationwide, including banners, ads, posters, handouts, brochures, and promotional items.
- Produced videos aligning with current social trends for various social media platforms.

### *Web Development*

- Developed new webpages and updated existing ones as needed.
- Write, upload, and format educational blog articles.

**EDUCATION**

Westfield State University, Graduated in 2020  
Bachelor of Arts in Art  
*Concentration in Graphic Design*

**SKILLS***Adobe Creative Suite*

Illustrator, InDesign, Lightroom,  
Photoshop, Premiere Pro,  
Audition After Effects, Workfront

*Social Media*

Facebook (Meta), Instagram, Twitter (X),  
YouTube, TikTok

*Software & Technology*

Wordpress, Agorapulse,  
Sprout Social, Trello, MacOS, Google Ads,  
Google Analytics, Smartsheet, MS Office  
Suite, Airtable, Adobe Express