

PROFESSIONAL SUMMARY

Versatile Creative Director & Senior Graphic Designer with 15+ years of experience creating brand-driven visual solutions across print, digital, and web. Skilled in leading end-to-end design projects, developing brand identities, and building marketing assets that drive engagement and consistency. Backed by 8+ years in website design, marketing automation, and social media strategy, with a well-rounded creative background that includes photography and video storytelling. Known for combining hands-on design expertise with big-picture thinking to deliver thoughtful, effective, and visually cohesive work.

SKILLS

CREATIVE & DESIGN TOOLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro
- Photography & Video: Shooting, Editing, Audio, & Lighting
- Visual Branding: Typography, Layout, Logo Design, Brand Systems

WEB & DIGITAL MARKETING

- WordPress Design & Management
- SEO Tools: SEOPress, SEMrush
- Google Ads & Meta Ads
- Social Media Strategy & Content Creation

AUTOMATION & PRODUCTIVITY

- Make.com Automation
- Microsoft 365 & Google Workspace
- Cloudflare CDN & Domain Management

EDUCATION

BACHELOR OF ARTS

Southeastern Louisiana University
Hammond, Louisiana
2012-2015

UNDERGRAD COURSEWORK

Delgado Community College
New Orleans, Louisiana
2009-2012

**References available upon request*

EXPERIENCE

MARKETING & CREATIVE LEAD | 2018- 2025

Kates Digital Marketing

- Designed 30+ WordPress websites and full brand identity systems
- Directed visual content: logos, social graphics, video, photography and print
- Led a small creative team and managed all design workflows
- Created branded assets for marketing automations and funnels
- Conceptualized original design solutions that elevated brand storytelling across platforms

GRAPHIC DESIGN & MARKETING SPECIALIST | 2016 - 2018

PEC Safety

- Sole in-house designer for all print, digital, and web materials
- Redesigned company website and created branded collateral
- Produced social content and automated email campaigns
- Supported sales/training teams with consistent visual assets
- Pushed creative boundaries within brand guidelines to deliver fresh, engaging visuals

GRAPHIC DESIGN INTERN | 2013

Studio Mundi

- Designed billboards, mailers, business cards, and booklets for client campaigns
- Assisted in branding development for new businesses and product launches
- Created mockups, moodboards, and visuals for client presentations
- Supported email marketing design and conducted brand research
- Explored creative concepts through iterative design processes and contributed ideas during team critiques

FREELANCE PHOTOGRAPHER | 2006 - 2025

- Photographed over 100 weddings and numerous family and portrait sessions
- Managed full client experience—from booking, planning, editing, and delivery
- Delivered polished, story-driven galleries

ADDITIONAL EXPERIENCE

- Barista – Starbucks | 2014–2016
- Media & Loss Prevention Specialist – Best Buy | 2006–2012
- Disney College Program – Walt Disney World | 2011
- Cashier – The Home Depot, Target, Winn-Dixie | 2005–2010