



**OVERVIEW** Motivated graphic design and marketing specialist, adept in integrated marketing communications such as branding, illustration, a little adimation, photography and typography. Strong team player, hard working, creative and an intellectual strategic thinker with the desire to succeed.

**EXPERIENCE** **TATTOO PROJECTS** - Sr. Art Director Nov.2019 – Present  
 Responsible for direction and development of various campaigns and marketing materials for brands such as Speedway Motorsports, Sheetz Convenience Stores, Genesys Global, ZMax Automotive Products and Hostess Cakes. These campaigns included a range of elements from website redesigns, brochures, trade show graphics, social media activations, video, digital and much more.

**BIG IDEA GROUP** - Sr. Art Director Jan.2017 – Nov. 2019  
 Responsible for creating marketing campaigns and materials across many mediums including print, tv, digital, experiential, paid social, email and in-store collateral. Some of the clients include Azamara Club Cruises, Uniworld River Cruises, Visit Norway, Norwegian Air, Wild Wing Cafe, Monarch Mental Healthcare, EnergyUnited, ReNewPetra and Premier Yarns.

**TATTOO PROJECTS** - Graphic Designer Nov. 2013 – Nov. 2015 | Sr. Graphic Designer - Nov. 2015 – Jan. 2017  
 Creating cohesive marketing campaigns for Hostess Cakes, Sheetz Convenience Stores, Victory Motorcycles, Ronald McDonald House of Charlotte, Johnson C. Smith University, GreenWorks Tools, Jeff Gordon Children’s Foundation and UNC Charlotte. Many of these projects and campaigns include print, POP, digital, social as well as broadcast media.

**KEN ALLISON** - Freelance Graphic Designer June 2013 – Nov. 2014  
 Design marketing materials for the companies; AllergyAmerica and Commercial Print & Mail. Contouring previously held design aspects with new, enhanced design direction—including and updated logo, letterhead, business card, brochures, posters and corresponding marketing materials.

**PHILADELPHIA UNIVERSITY** - Jr. Graphic Designer Sept. 2010 - June 2012  
 Designed communication materials and apparel for the university’s campus store and events. Developed layout for the schools Innovator and Styleline Magazine, communications collateral for various school events—including commencement books, homecoming material, logos and informational materials, directed photo shoots. Assisted art director and senior graphic designer with completing assignments.

**EAST FALLS HISTORICAL SOCIETY** - Graphic Design Service Sept. 2012 - May 2012  
 Worked on a brochure for the surrounding area of East Falls to provide a better light on some of the historical sites. This project entails my making a map of East Falls that includes all of the sites, as well as photographing each site for archival, and advertising purposes.

**EDUCATION** **PHILADELPHIA UNIVERSITY**  
**Graphic Design Communications B.S.**  
 Graduation, May 2012

**PHILADELPHIA UNIVERSITY**  
**Masters of Business Administration**  
 Graduation, May 2013

**SKILLS** Adobe Creative Suite  
 - Photoshop  
 - Illustrator  
 - InDesign  
 - After Effects  
 - XD  
 - Bridge  
 Illustration  
 Typography  
 Photography

**AWARDS** **Silver Addy Award**  
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