

# Allison Rogers

GRAPHIC DESIGN & MARKETING SPECIALIST



## PERSONAL DETAILS

I'm a detail oriented graphic designer with marketing experience seeking a long term position. I am looking to hone my skills and grow with others.

I also hope to find a place that enjoys my puns and frequent movie quotes.

## PROGRAMS / TECH

- Photoshop
- Indesign
- Illustrator
- Lightroom
- CSS & HTML
- Social Media Marketing
- WordPress, Squarespace, Weebly
- Photography

## CONTACT DETAILS

Cell: (803) 747 0628

Email:allison.darbei@gmail.com

Website:allisonartsanddesign.weebly.com

Location: Indian Land, SC

## MY INTERESTS

- Writing
- Photography
- My dogs
- Crafting & DIY
- Fiction Books
- History
- Cooking and Baking
- Mini Golf
- Illustration

## WORK EXPERIENCE

### Marketing Coordinator

Neighboring Concepts • July 2021 - November 2021

- Work in a fast paced environment to compile project information and display in a visually appealing way using typography and branding standards.

### Small Business Owner

Paw & Tail • 2020 - Current

- Lead in creative process, product creation, illustration design, social media marketing, and manage sales of creative pet brand with use of Adobe programs, ProCreate, Etsy, and and Facebook apps such as Instagram.

### Website Designer

Townsquare Interactive • 2018-2020

- Mastered new tools and technologies to develop visually appealing websites with good UX for customers & their clients to generate website traffic.

### Freelance Designer & Marketing Specialist

Remote Locations • 2015 - Current

- Using people skills and design expertise, worked with small businesses for updated branding, e-commerce creation, email marketing, social media campaigns, and more.

## EDUCATION BACKGROUND

### Gardner-Webb University

Bachelor of Arts in Graphic Design

- Minors in Marketing
- Degree completed in May 2018
- GPA: 3.7
- Frequent dean's lister
- Member of University Arts Club and Marketing Club
- Active in the American Sign Language Studies Community