

# Tashell Thompson

## Graphic Designer

- ✉ Tashell.Thomp@gmail.com
- 📧 TheThompsonDesign.com
- 📞 860.655.2174
- 📍 Atlanta, Georgia
- 🌐 LinkedIn.com/in/Tashell

## Education

Bachelor of Arts  
Interactive Digital Design  
Received May 2012

Quinnipiac University  
Hamden, Connecticut

## Tools

Adobe Photoshop  
Adobe Indesign  
Adobe Illustrator  
Microsoft Office  
Mac / PC OS  
Mailchimp  
Wordpress  
Salesforce Pardot  
Hubspot

## Expertise

Branding & Identity  
Social Media Marketing  
Content Creation  
Photo Editing  
Photo Retouching  
Email Marketing  
HTML + CSS  
Collaboration  
Detail Oriented  
Communication  
Leadership  
Public Speaking

## Organizations

Sigma Gamma Rho  
Sorority, Incorporated.

## Experience

### Graphic Designer

Careerminds • September 2020 - Present

- Design and produce of a variety of digital and physical marketing assets including ads, webinar decks, one pagers, brochures, and presentations. Modernize existing material.
- Strategize and streamline design marketing processes, and help implement new practices.
- Create and project manage social media graphic content for: Instagram, LinkedIn, Twitter, Facebook, and more. Monitor and plan social media strategy. Increase brand awareness by improving and optimizing marketing efforts.

### Freelance Graphic Designer

TheThompsonDesign.com - Greater Atlanta, GA • May 2012 - Present

- Service and consult small businesses with essential and impactful design needs. Advise clients on best visual marketing solutions for their company, and target audience.
- Design and develop: digital graphics, print collateral, newsletters, brochures, business cards, ads, banners, and promotional material using Adobe Creative Suite programs.
- Develop and enhance business brand guidelines, collateral, and marketing campaigns.

### Graphic Designer - Contract

Berkshire Hathaway Homeservices, GA - Alpharetta, GA • May 2019 - Oct 2019

- Designed digital and print deliverables: branding material, brochures, flyers, social media and email campaigns, listing presentations, direct mail, websites, templates and presentations for Realtors, and Brokers in a fast-paced, deadline driven environment.
- Developed and designed templates, and assets aligned with company brand guidelines.
- Leveraged email analytics to increase realtor recruitment and client engagement.
- On-boarded agents: Provided realtor training on company marketing tools, products and resources. Created individual brand identities and marketing.

### Graphic Designer - Contract

Acuity Brands - Conyers, GA • Feb 2019 - May 2019

- Designed digital marketing and print assets for reputable lighting and home retailer brands such as Lowes and Lithonia Lighting. Designed digital banner ads, email templates, sales sheets, product signage and labels in a quick deadline environment.
- Completed production work. Presented designs and projects to leads and stakeholders.
- Collaborated with design team and project managers on creative briefs and email marketing campaigns for the company brands using CRM Software: Pardot - Salesforce.

### Graphic Designer - Contract

Beacham & Company Realtors - Atlanta, GA • Feb 2018 - Dec 2018

- Conceptualized and designed deliverables: Mailchimp E-mail campaigns, social media content, brochures, templates, and direct mail. Enhanced individual and company marketing while adhering to brand guidelines in a fast paced environment.
- Assisted 100+ agents, assessing design needs, and developing agent/client marketing.
- Collaborated with team of designers on best design practices for the marketing department. Maintained vendor relationships and ensured production completion.

### Graphic Designer - Marketing Coordinator

Boral Industries - Roswell, GA • March 2016 - June 2017

- Developed, designed, and established new brand standards and marketing for Boral Stone Division. Increased internal and external customer brand awareness.
- Conceptualized and created designs for trade show signage and booth design.
- Coordinated promotional design and set up for company events working. Maintained vendor relationships. Oversaw marketing material publication for company campaigns.