



# CARRIE FRANKLUND

## GRAPHIC DESIGNER

Senior level graphic design professional specializing in innovative design solutions that build brands. Highly proficient in the Adobe Creative Suite, WordPress and PowerPoint. Proven ability to multi-task in dynamic and deadline-driven environments, successfully meeting project requirements and exceeding client expectations. Resourceful team player with exceptional written, verbal and collaborative skills. Highly experienced in project management and vendor and client communications.

## EXPERIENCE

### GRAPHIC DESIGNER/PROJECT COORDINATOR 2021 to Present *The Washington Companies – Missoula, MT*

Responsible for the design, production and management of digital and print assets including websites, social media campaigns, advertisements and trade show materials used to support the marketing strategies and internal communications for a large group of diversified international companies.

- Effectively managed the redesign of multiple company websites, working directly with development teams to successfully convert existing sites to WordPress platforms.

### GRAPHIC DESIGNER 2016 to 2020 *NP Worldwide – Whitefish, MT*

Designed and produced digital, print and interactive assets including catalogs, social media campaigns, trade show materials and line sheets used to promote online, retail and wholesale sales channels for a women’s luxury clothing and beauty products line.

- Successfully managed the creative development, outsourcing and scheduling of rebranded marketing assets across all sales channels on an accelerated timeline.

### GRAPHIC DESIGNER 2012 to 2016 *Lexmond Communications – San Diego, CA*

Designed corporate compliance communications, branded benefit enrollment campaigns, training presentations and recruiting/onboarding collateral for a wide variety of Fortune 500 clients.

- Designed compelling communications that drove user engagement and increased conversion rates while adhering to each client’s unique brand specifications.

### MARKETING COORDINATOR 2010 to 2012 *Acutech – Columbia Falls, MT*

Managed company social media presence on all major platforms.

- Created social media content that increased engagement and sales leads. Converted company website to a WordPress platform and increased organic search results by improving content quality. Wrote press releases that resulted in featured articles.

### GRAPHIC DESIGNER/PRODUCTION ARTIST 2008 to 2010 *Rocky Mountain Images – Whitefish, MT*

Designed logos, catalogs and infographics for marketing, advertising and promotional incentive programs used to support a large national client base.

- Consistently achieved client objectives by creating targeted on-brand designs.

### GRAPHIC DESIGNER 2002 to 2008 *Communication Partners – San Diego, CA*

Designed engaging on-brand communications including traditional and interactive benefit guides, infographics, total compensation statements, newsletters and summary plan descriptions for clients across a wide spectrum of industries.

- Created communications tailored to each client’s culture and brand that increased employee participation and effectively communicated the value of the benefit offerings.

### GRAPHIC DESIGNER 2000 to 2002 *Dornsife and Associates Advertising – San Diego, CA*

Key member of award-winning cross-functional creative team that developed, designed and branded a new product application for the agency’s main client that went from inception to \$40 million run rate in 18 months.

- Designed SHOT Show trade show booth that received first place exhibitor award.

## CONTACT

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## EDUCATION

### BACHELOR OF ARTS DEGREE GRAPHIC DESIGN

*San Diego State University*

## SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Acrobat

Adobe XD

WordPress

Microsoft PowerPoint