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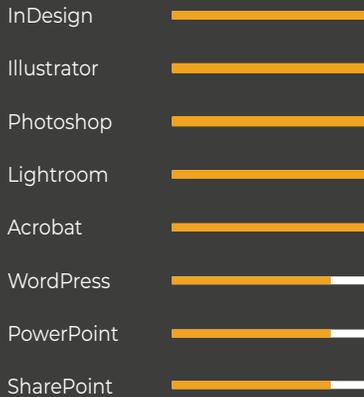
Hello, I'm Carrie Franklund

GRAPHIC DESIGNER/DIGITAL PRODUCTION SPECIALIST



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 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 communications.

SKILLS



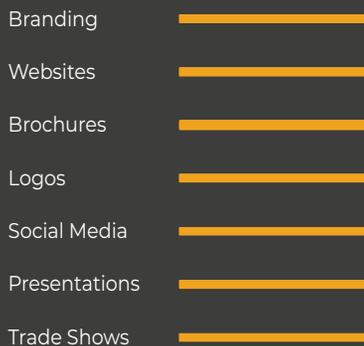
EDUCATION

Bachelor of Arts

GRAPHIC DESIGN

San Diego State University

EXPERTISE



EXPERIENCE

Graphic Designer/Project Coordinator 2021 - Present

The Washington Companies | Missoula, MT

Responsible for the design, production, and project management of digital and print assets including websites, presentations, social media campaigns, advertisements, and trade show materials used to support the marketing initiatives 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 - 2020

NP Worldwide | Whitefish, MT

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

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

Graphic Designer 2012 - 2016

Lexmond Communications | San Diego, CA

Designed corporate compliance communications, branded benefit enrollment campaigns, presentations, and recruiting/onboarding assets 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 - 2012

Acutech | Columbia Falls, MT

Managed company's social media presence on all major platforms.

- Designed social media images and created content that increased engagement and sales leads. Redesigned and converted company website to a WordPress platform and increased organic search results by improving content quality. Wrote press releases that resulted in news coverage and feature articles.

EXPERIENCE

Graphic Designer/Production Artist

2008 - 2010

Rocky Mountain Images | Whitefish, MT

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

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

Art Director

2002 - 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 - 2002

Meads Durket | San Diego, CA

Collaborated with cross-functional teams to conceptualize and execute innovative marketing campaigns for top-tier clients including The San Diego Convention and Visitors Bureau, Omni Hotels, the San Diego Zoo, WD-40, Daiwa Corporation, and The Walt Disney Company.

- Conceptualized and designed major advertising campaigns which resulted in increased client revenue and satisfaction ratings.

Graphic Designer

1997 - 2000

Dornsife and Associates | San Diego, CA

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

- Designed innovative trade show booth and promotional assets which received first place exhibitor award at the SHOT show.

HOBBIES



carriefranklund.com

REFERENCES

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