



KARISSA TOLLIVER

Graphic Designer

CONTACT:

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PORTFOLIO:

ktolliverdesign.com

EDUCATION:

Winthrop University

- Bachelor of Science in Integrated Marketing Communication
- Minor in Visual Design Studies

VOLUNTEERING:

Ronald McDonald House Charities of Greater Charlotte

- Marketing Committee
- Young Professionals

The Movement Centre

- Media Team
- Marketing Team

EXPERIENCE

Senior Graphic Designer

Helen Adams Realty, Charlotte, NC

2021 - Present

As the Senior Graphic Designer on the in-house marketing team at this legacy Charlotte-based real estate firm, I serve as a strategic creative partner to top-producing agents and the corporate leadership team. I lead the design and development of high-impact marketing materials that elevate both individual agent brands and the firm's overall presence across the greater Charlotte market. My key contributions & achievements are:

- **Brand Leadership:** Refreshed and standardized company-wide collateral including flyers, brochures, business cards, listing templates, and newsletters used by over **200+ agents**, ensuring consistent, elevated branding across all touchpoints.
- **50th Anniversary Campaign:** Spearheaded the visual direction for the firm's milestone celebration, including:
 - Designing the **50th Anniversary logo**, seen across all digital and printed materials.
 - Creating a **company timeline exhibit** for the event's history room, bringing five decades of legacy to life through visual storytelling.
 - Co-developing HAR50.com, an interactive digital experience showcasing the firm's evolution.
- **Agent-Focused Design:** Act as a marketing consultant to agents, developing tailored visual strategies that align with their business goals across print, digital, and social media.
- **Digital & Print Execution:**
 - Custom e-newsletters and drip campaigns that drive client engagement while maintaining brand consistency.
 - Magazine and print ad placements in regional publications like *Charlotte Magazine*, *Stroll Neighborhood Magazines*, *Queen City Exclusive*, and *Home Design & Decor*.
 - One-off and multi-touch direct mail campaigns that support lead generation and listing visibility.

- **Social Media Strategy:** Manage and execute the firm's in-house social media program for participating agents including content calendars, captions, visuals, blog integrations, and profile optimization to build personal brands and generate leads.
- **Internal Mentorship:** Lead weekly Adobe Creative Suite tutorials for the marketing team, sharing advanced design techniques and process efficiencies to upskill teammates and promote team-wide excellence.
- **Website Customization:** Deliver edits and enhancements to agent bios and pages on the company platform to ensure alignment with personal brand voice and company standards.

Graphic Designer (Temporary Contract)

Belk, Inc., Charlotte, NC

2020-2021

Performed as a member of the corporation's marketing department assisting in developing **dozens of web and email graphics weekly** for the company. Designed channel pages, weekly emails, and digital coupons for the use of **millions of online customers**. Also assisted in print signs to be displayed in retail stores across the country. Received praises from Lead Senior Designer on my ability to work **quickly and efficiently** with little direction.

- **Created visual assets** for the company's websites such as channel banners, weekly emails, web page layouts, coupons and promotional advertisements
- Maintained knowledge on the most recent **visual brand guidelines and marketing goals** to make sure my designs align with the company's brand identity
- Worked **cross functionally** with Copywriters, Web Production, Marketing Associates, and Senior Designers to ensure a clear and cohesive campaign
- Used multiple platforms such as **Proto share, Adobe Experience Manager, Monday.com, Workfront**, and more to maintain an organized workflow.
- Worked quickly and precisely under **strict deadlines**

Junior Graphic Designer

18 Stone Design, Charlotte, NC

2019-2020

Performed both independently and alongside Creative Director at this up-and-coming **graphic design agency**. Worked quickly and creatively to meet design and marketing needs of various corporate clients. Used **Adobe Creative Suite** and **design principles** to create effective and visually appealing graphics. Designed for high level clients such as **Showmars, Nussbaum Automotive, North Carolina Technology Association**, and more.

- Conceptualized and designed **branding and marketing materials** such as logos, social media graphics, print and digital ads, signs, splash screens, catalogs, etc.

- Provided marketing and design services for **clients from various industries** such as technology, restaurant, automotive, etc.
- Developed and scheduled effective **social media posts** for clients using **Hootsuite** on a regular basis
- Utilized **time management** skills and effective **communication** with clients to meet time sensitive deadlines
- Hand **delivered and installed signage** at each restaurant location for client, assuring that placement is aligned with the client's marketing goals

Graphic Designer (Temporary Contract)

*Terwilliger-Pappas Multi-Family Partners / Solis, Charlotte, NC
2018-2019*

Assisted the Vice Presidents of this commercial real estate developer with **graphic design and administrative** duties. Designed maps and graphics using **Adobe Illustrator** to visually communicate property assets to potential **investors and stakeholders**. Created **aerial maps** of each site detailing major roads and interstates, local retailers and employers, and other features to increase interest and engagement.

- Developed and updated **pitch decks** that contained crucial information
- Coordinated meetings, **designed presentations**, printed development maps and plans, **maintained documents and spreadsheets**, and managed other administrative responsibilities.
- Collaborated on **brainstorming** activities during branding meetings
- Sketched a rendering for an original concept for an art installation at a new apartment complex. **Partnered with artist on concepts**, design ideas, and logistics based on project goals.

Multimedia Manager

*Senior Life Journeys, Rock Hill, SC
2019-2020*

Launched the non-profit organization's **YouTube channel** featuring videos on dementia education for caregivers. Filmed, produced, edited, and posted weekly videos ensuring high quality visuals. Designed intro and outro transitions to attract viewer attention and align with organizational brand.

- **Filmed, produced, and edited** weekly educational videos
- Researched **SEO strategies** to increase viewership using targeted keywords, tags, and thumbnails.
- **Managed social media** pages including Facebook, Google+, and Tumblr; posted videos and other marketing content to **drive user engagement**.

- Identified visually appealing settings to film videos and create quality productions
- Designed **branding and social** assets such as Facebook banners and flyers

REFERENCES

Kendell Siller | Marketing Manager - Helen Adams Realty

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Brittaney Major | Freelance Client - The Movement Centre

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Roger Kincaid | Senior Graphic Designer - Belk Inc.

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Moriah Banks | Freelance Client - Official Para Connect - Founder

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Nia Anthony | Freelance Client - Recording Artist

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Carol Howell | Founder - Senior Life Journeys

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