



# Karissa Tolliver

Charlotte, NC  
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[ktolliverdesign.com](http://ktolliverdesign.com)

Graphic Designer with 6+ years of experience across real estate, retail, non-profit, and agency environments. Skilled in brand identity design, marketing campaign development, and multi-channel content creation across print, digital and social media. Experienced in building and maintaining brand systems, developing scalable design templates, and producing high-volume marketing assets that support business growth and lead generation.

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## Experience

### Senior Graphic Designer

Helen Adams Realty — Charlotte, NC | 2021 – Present

- Serves as a strategic marketing partner to real estate agents by developing custom branding and multi-channel marketing initiatives designed to increase engagement, retention, and referral growth
- Redesigned company-wide listing marketing templates used by agents for new listings, improving consistency, efficiency, and brand presentation across all marketing materials
- Built a centralized brand guideline system used across print and digital channels, standardizing typography, color usage, and logo application to ensure cohesive brand execution across all marketing.
- Spearheaded visual direction for 50th Anniversary campaign, including logo design, event materials, and digital experience ([HAR50.com](http://HAR50.com))
- Designed a 50-year company timeline and executed large-format acrylic installations (up to 8 feet wide) across four office locations, transforming company history into a physical brand experience and strengthening internal brand storytelling and workplace environment.
- Designs and executes multi-channel campaigns including direct mail, email marketing, social media, and print advertising
- Manages and produces social media content strategies, including visuals, captions, and brand positioning for agent growth
- Produces print advertising campaigns across high-circulation regional publications (*Charlotte Magazine, Stroll Neighborhood Magazines, Queen City Lifestyle,* and *Home Design & Decor*), expanding brand exposure to tens of thousands of households and contributing to measurable agent lead generation.

- Mentors team members through weekly Adobe Creative Suite trainings, improving team efficiency and skill development
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### **Graphic Designer (Contract)**

Belk, Inc. — Charlotte, NC | 2020 – 2021

- Produced high-volume digital assets including emails, web graphics, landing pages, and promotional campaigns for a national retail brand
  - Supported weekly campaign launches reaching millions of online customers
  - Maintained strict adherence to brand guidelines while executing under tight deadlines
  - Collaborated with cross-functional teams including copywriters, marketing, and production
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### **Junior Graphic Designer**

18 Stone Design — Charlotte, NC | 2019 – 2020

- Designed print and digital marketing materials for clients across multiple industries including restaurant, automotive, and tech
  - Managed multiple client projects simultaneously, meeting tight deadlines with strong attention to detail
  - Supported on-site installations and ensured brand consistency in real-world applications
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### **Graphic Designer (Contract)**

Terwilliger-Pappas / Solis — Charlotte, NC | 2018 – 2019

- Designed investor-facing marketing materials including pitch decks, site maps, and presentations
  - Created detailed visual maps highlighting key property features, increasing clarity for stakeholders and investors
  - Assisted leadership team with branding concepts and presentation strategy
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## **Skills & Tools**

**Design:** Brand Identity Design, Layout & Composition, Typography, Editorial Design, Logo Design, Presentation Design, Color Theory, Illustration, Signage Design

**Marketing:** Campaign Strategy, Email Marketing, Social Media Content, Direct Mail, Brand Development, Meta, Copy Writing, CRM Management, Event Planning

**Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), ProtoShare, Monday.com, Workfront, CMS Platforms (Wix, ReadyMag, Weebly), Asana, Constant Contact, UX/UI Awareness, Digital Asset Optimization, Canva, CRM Software, Microsoft Office

**Other:** Creative Direction, Cross-functional Collaboration, Project Management, Mentorship, Marketing Consultation, Print Vendor Communication, Agency Experience

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## Education

### **Winthrop University**

Bachelor of Science in Integrated Marketing Communication

Minor in Visual Design Studies

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## VOLUNTEERING

### **Ronald McDonald House Charities of Greater Charlotte**

Marketing Committee

Young Professionals

### **The Movement Centre**

Media & Marketing Team