



KARISSA TOLLIVER

Graphic Designer

CONTACT:

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PORTFOLIO:

ktolliverdesign.com

EDUCATION:

Winthrop University (2018)
-Bachelor of Science in Integrated
Marketing Communication
-Minor in Visual Design Studies

VOLUNTEERING:

Marketing Committee Member
*Ronald McDonald House
Charities of Greater Charlotte*

EXPERIENCE

Graphic Designer

Helen Adams Realty, Charlotte, NC

2021-2023

Works with the top producing agents at this historical real estate firm as a **go-to for creative marketing ideas** and graphic design. Delivers the **highest level** of personal service to the agents so that they can deliver the same to their clients. Also provides **corporate level marketing designs** for the company to achieve consistent and effective exposure to the greater Charlotte market. Refreshed and redesigned corporate deliverables that are used across the **200+ agent company** such as flyers, brochures, agent announcement templates, agent business card templates, agent stationery, company newsletter and more.

- Maintains a knowledge base about top agents including their recurring marketing initiatives, listing inventory, sold properties, etc. Acts as an in-house **marketing consultant** delivering creative ideas for agents based on their individual activities, business and marketing goals.
- Designs **direct mail** pieces, whether designing one-off postcards or a campaign series that aligns with agent's marketing goals
- Adapts company print templates such as **newsletters and presentations**. Customizes them to fit the agent and their needs. Process orders with our online print and direct mail partner platform
- Designs eye catching **drip campaigns and e-newsletters** that are custom to agent's needs while still maintaining the firm's branding.
- Completes **website customizations** and bio edits on firm's platform
- Produces magazine ad creative for those agents who have individual agreements with local publications
- Acts as a **social media manager** for agents who are subscribed to the firm's in-house social media plan. **Creates content schedule, images, captions,** and blog links for the participating agent. **Optimizes agent's profile** and bio for the most effective social media presence
- Designs company ads that are featured in **Charlotte area publications** and delivered to **thousands of mailboxes** such as Home Design and Decor, Charlotte Magazine, Ballantyne Magazine, Life in the Cay, Stroll Dilworth, etc.
- Hosts weekly in-person **tutorials** for fellow marketing associates educating them on the latest design tips and tricks in the Adobe Creative Suite

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 graphics weekly** for the company's website and email marketing. 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 **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. Clients included 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