

CAMPAIGN DESIGN

STRATEGIC DESIGN

BRAND DESIGN

WEB DESIGN

MOTION GRAPHICS

PHOTOGRAPHY

TYPOGRAPHY

DIGITAL GRAPHICS

HTML | CSS

ILLUSTRATOR

INDESIGN

PHOTOSHOP

PREMIER PRO

ADOBE XD

FIGMA

POWERPOINT

HUBSPOT

SELF STARTER

RESILIENT

DETAIL ORIENTED

PROBLEM SOLVER

RELIABLE

GOAL ORIENTED

HI, I'M SAM!

samantha tolferson

graphic designer

summary

A highly creative designer with over 7 years of experience in brand development, marketing support, and strategic design. Directs and drives projects from start to finish, while overseeing designers and contractors. A proven track record of creating scalable brand guidelines and media campaigns to drive revenue and brand value.

education

Kansas State University

Manhattan, KS | 2020

B.F.A. in Graphic Design

experience

Senior Graphic Designer

Hotel Engine | Remote | 02.2022 - present

- Translate marketing objectives and OKRs into creative strategies, designs, and plans.
- Develop and communicate industry-leading creative concepts consistent with the brand.
- Design engaging marketing and promotional advertisements, one-pagers, email blasts, landing pages and more to generate sales revenue and grow customer base.
- Lead creative team meetings to share ideas and bring actionable plans to fruition.

Marketing Visual Designer

BillGO | Fort Collins, CO | 10.2020 - 02.2022

- Created a scalable design system, brand standards, and branded templates to drive revenue and brand value.
- Developed engaging marketing and promotional advertisements to generate sales revenue and customer base.
- Oversaw and developed strategic marketing and promotional plans for new product roll-outs.
- Met with department heads to translate goals from concepts to completion.

Graphic Designer II

Champion Teamwear | Manhattan, KS | 2016 - 2020

- Leveraged proficiency in Adobe Creative Suite, (InDesign, Photoshop, Illustrator) to design email blasts, catalogs, client designs, and other promotional materials.
- Worked with customers to present mockups and collect information for adjustments.
- Developed engaging marketing material to generate sales revenue.
- Mentored team members in learning and adopting creative leadership skills.

samrcreative.me

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