

ALEXANDRIA M SOUTHERN

Graphic Designer | Advertiser | Motion Artist

SKILLS

Tools & Software Proficiencies

- Adobe Creative Suite, with expertise in:



Illustrator | InDesign | Photoshop | Express | Acrobat | After Effects | Premiere

- Microsoft Office Suite
- MAC and Windows
- Wordpress (HTML, CSS & Javascript)
- MailChimp & ActiveCampaign
- Canva
- Figma Basics
- Clip Studio Paint

Media Expertise

- Digital (Paint, Sculpting, Layout Design)
- Photography
- Watercolor & Inks

Hard Skills

- Storyboard Creation
- Photography & Photo Manipulation
- Video Editing
- Continual Learning & Improvement Planning
- Priority-based Project Management
- Detailed Attention to Specifications & Regulation Requirements
- Strong Public Speaking Skills

EDUCATION

BACHELORS of Art in VISUAL COMMUNICATION &
BACHELORS of Science in COMPUTER SCIENCE
August 2015 - May 2019 | Ball State University

ASSOCIATES of Liberal Arts in GENERAL STUDIES
June 2014 - May 2015 | Ivy Tech Community College

ACHIEVEMENTS

GOLD AND BEST OF SHOW EAST CENTRAL ADDY 2019
Queer Chocolatier | Brand Identity Design

GRAPHIC DESIGN USA DESIGN AWARD 2018
ShopStange | Brand Identity Design

EXPERIENCE

Social Media Manager & Designer
Godby Home Furnishings
July 2023 - Present

MANAGE moderation and creation of social media content across various platforms, dimensions, and formats.

UPDATE website imagery and information based on current sales and offers.

CREATE all sale and brand related content for social media, website imagery, e-mail campaigns, newspaper, display adverts, mail-in flyers, postcards, in-store signage and catalogs.

PHOTOGRAPH custom furniture and sales associates for accurate display on the company website.

FILM and edited company training videos.

COMPLY with disclaimer and financing regulations.

EVALUATE Google Analytics and campaign efficacy.

Graphic Designer & Motion Designer
NewPoint Marketing & IDC Marketing
August 2021 - April 2023

ANIMATED motion graphics for social channels using software such as Adobe Effects, Premiere Pro, and Adobe Media Encoder.

DESIGNED graphics for social channels blogs, digital ads, landing pages, rotating homepage banners and emails in Mailchimp and digital coupons in Inmar and Qples

CODED website edits through WordPress using CSS, HTML, and JavaScript.

ADHERED to tight deadlines and accurate time logging.

Graphic Designer & Front-End Developer
Cassis Web Design and Development
November 2020 - August 2021

DESIGNED, implemented, and monitored web pages and sites for continuous improvement on an internal server, BigCommerce, and Wordpress.

CREATED and converted mockups into HTML, JavaScript, CSS, PHP, XML & JSON.

DEVELOPED collateral such as display, marketing and packaging materials to support product branding.

CONTACT ME

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