

# 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)
- Inmar Coupon Management
- MailChimp & ActiveCampaign
- Nomad Sculpt
- Clip Studio Paint

### Hard Skills

- Print Specification
- Storyboard Creation
- Photography & Photo Manipulation
- Video Editing
- Social Campaign Analysis
- 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

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

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

**CREATED** 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.

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

**FILMED** and edited company training videos.

**COMPLIED** with disclaimer and financing regulations.

**EVALUATED** 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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