

ALEXANDRA PLUMMER

PORTFOLIO

AlexandraPlummer.com

CONTACT INFORMATION

E-Mail:

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EDUCATION

Graduated Magna Cum Laude

BFA in Computer Animation
BFA in Graphic Design

Jacksonville University
Jacksonville, FL
April 2016

SOFTWARE EXPERIENCE

Adobe Creative Cloud/Suite

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Procreate (iPad)

Microsoft PowerPoint

Microsoft Word

Microsoft Excel

Dropbox for Business

Trello & Workamajig

Sitecore, Wordpress,
Wordpress Elementor

Comfortable with Mac and PC
Operating Systems

Beginners Certification in
Google Analytics

PROFESSIONAL EXPERIENCE

ZooTampa at Lowry Park, Tampa, FL

Graphic Designer & Digital Marketing Manager | Sept 2021 - Present

- Owned, created, managed, and maintained content for digital marketing signs, front gate ticketing monitors, the website, and the mobile app
- Worked in partnership with our Director of Brand to create strategic marketing campaigns and updated brand guidelines for several of ZooTampa's sub-brands
- Managed vendor relationships with a variety of printers and software companies our team frequently works with for our digital screens, mobile app, printing, and more
- Monitored Google Analytics and provided campaign direction and feedback

ConnectWise, Tampa, FL

Sr. Graphic Designer | April 2019 - July 2020

- Managed and led outsourcing projects and communication between freelancers and marketing managers from start to finish
- Worked on high-visibility, high-stake projects such as pitch presentations and keynotes for the CEO using Microsoft Powerpoint for use internally, for mergers and acquisitions, and for large scale partner and prospect events
- Helped concept a brand overhaul and refresh which included a newer and more mature look and feel for the company, updated brand guidelines that would be hosted on the web for easy reference, and user-friendly templates in Photoshop, InDesign, and Illustrator that could be used in-house and by freelancers to create collateral that follows the new brand's look and feel
- Led a collaborative team to document the Creative team's processes from initiation to completion, including marketing manager, copywriter, designer, and CMS processes. Solely generated a 90 slide interactive PowerPoint to train and develop new and existing colleagues within the organization

Creative Production Team Lead | March 2018 - April 2019

- Managed a team of designers and a copywriter while maintaining individual responsibilities
- Created and initiated an organized file structure on Dropbox for the entire Creative team to work from; trained all Creative team members on Dropbox, troubleshoot any technical issues, and trained Marketing Managers on how to use Dropbox in conjunction with us
- Understood and appreciated company brand guidelines and enforced their uses across the team, and across other teams throughout the organization

Junior Graphic Designer | Jan 2017 - March 2018

- Developed graphic elements for web, print, presentations, and multimedia including campaign concepting, banner ads, emails, landing pages, presentation, video overlays, and collateral such as ebooks, case studies handouts, etc.

Junior Graphic Design Intern | Sept 2016 - Jan 2017

- Collaborated with the Creative team of designers and copywriters to create banner ads for paid campaigns, and custom images for blogs and organic social; resized logos and graphics
- Followed company brand guidelines and collateral templates to create banner ads and custom images using Photoshop, Illustrator, and InDesign

Freelance Designer, Tampa, FL

Graphic Designer | May 2012 - Present

- Established brand identities and coached companies through digital marketing strategies for new and emerging businesses, which included generating brand guidelines and brand expressions, and updating web content to enhance the customer/user experience (UX) and streamline the brand's story for clients
- Created custom media designs for clients using the Adobe Creative Suites, including logos, website comps, illustrations, advertisements, digital media, and more