

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

Canva

Adobe Premiere Pro

Adobe After Effects

Sitecore, Wordpress,
Wordpress Elementor

Comfortable with Mac and PC
Operating Systems

Beginners Certification in
Google Analytics

PROFESSIONAL EXPERIENCE

American Veterinary Group (AVG), Tampa, FL

Brand Communications Manager | April 2025 - January 2026

- Managed the company's intranet, Pawspace, where we regularly created and posted news articles, event details, employee stories, and more
- Created and executed campaigns to increase adoption and engagement with the intranet website, which included in-person messaging, emails, digital user guides, and video guides to make adoption easy and exciting for employees
- Concepted, directed, produced, edited, and published videos for company announcements, event recaps, how-to guides, and more using Adobe Premiere Pro, After Effects, Audition, and Encoder
- Captured and edited photos and videos in the field and during events to use for internal marketing and recruitment campaigns

ZooTampa at Lowry Park, Tampa, FL

Graphic Designer & Digital Marketing Manager | Sept 2021 - April 2025

- 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 production and software companies for our digital screens, mobile app, printing, fabrication, and more
- Monitored Google Analytics and provided campaign direction and feedback
- Retouched photos to help tell the right story, including removing distracting objects and people, retouching skin and hair, adjusting shadows and lighting, etc.

ConnectWise, Tampa, FL

Sr. Graphic Designer | Sept 2016 - July 2020

- Managed and led outsourcing projects and communication between freelancers and marketing managers from start to finish
- Worked on high-visibility, high-stakes 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 creating new brand guidelines and producing user-friendly templates in Photoshop, InDesign, and Illustrator for use in-house and externally by freelancers
- Led a collaborative team to document the Creative team's processes from initiation to completion, including the marketing manager, copywriter, designer, and CMS processes, which were solely consolidated into an interactive PowerPoint for training
- Created and initiated an organized file structure on Dropbox for the entire Creative team to work from, then trained the team and troubleshooted any ongoing issues
- Developed graphic elements for web, print, presentations, and multimedia, including campaign concepting, banner ads, emails, landing pages, presentations, video overlays, and collateral such as ebooks, case studies, handouts, etc.
- 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

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 Suite, including logos, website comps, illustrations, advertisements, digital media, and more