

## DWELL & DECOR OUTDOOR

Contract Product Photographer

BIRMINGHAM, AL

November 2020 - Current

- Product photography for cushions, pillows, umbrellas, and outdoor decor and accessories
- Collaborate with the Marketing team to create images that will best represent the product
- Responsible for capturing images of products for advertising purposes
- Photography and Photo editing
- Highlighting the best qualities of the product through images
- Exhibiting excellent planning skills, maintaining a good relationship with the Marketing team, and keeping up with the latest photo editing software
- Maintaining good time management to meet important deadlines
- Producing high quality images with multiple views of each product
- Proficiency in operating camera settings and studio lighting
- Proficiency in different file types appropriate for image use
- Working independently and with a team

## CUSTOM FUNDRAISING SOLUTIONS

Sales Consultant

BIRMINGHAM, AL

February 2015 - Current

- Master sales consultant and educator
- Team player and collaborator
- Expertise in interacting with different personality types
- Exhibiting a blend of skills and abilities: business acumen, entrepreneurship, salesmanship, honesty, integrity, dedication, enthusiasm, and the ability to work effectively with a range of individuals
- Using a proven model that provides high payout without hassle
- Selling award-winning mattresses in the latest styles at 50% off
- In 6 years, CFS has helped programs in North Alabama raise \$1.2 Million from Mattress Fundraisers

## MIMI DESIGN

Creative Director

NEW YORK, NY / BIRMINGHAM, AL

2009 - CURRENT

- Network Under 40 event photographer
- Creative writing for Comebacktown.com website/blog
- Brochure for New Visions Properties, LLC
- Branding for SD Fitness, including Logo design and Website production and design (sdfit.net)
- Creative direction & branding design for author J. A. Stone (jastoneauthor.com)
- Website design and development for: paleoexpand.com, sdfit.net, swirlon.net, and jastoneauthor.com
- Home Casual Enterprises Look book
- Chef Bob Catering logo
- Total Practice Solutions logo
- Byte Size leave behind

## TIME INC.

Freelance Graphic Designer

BIRMINGHAM, AL

February 2015 - October 2015

- Southern Living Magazine Marketing and Advertising Department
- Development, layout, and production design for advertisements, magazines, and high impact digital units
- Implement strong communicative design
- Transform statistical data into visual graphics and diagrams
- Universal navigation layout for Southern Living brand websites
- Create new approaches that communicate ideas to consumers
- Develop graphics for product illustrations, logos, and websites
- Wayfinding signage system and graphics to clearly direct visitor traffic patterns

## L'ORÉAL Pureology Haircare and L'Oréal Professionnel

Graphic Designer Freelance

NEW YORK, NY

March - October 2012

- Create mechanicals in alignment with Global Creative guidelines
- Manage multiple projects and meet deadlines in a fast paced environment
- Review supplied assets and build mechanicals based on assignment from team
- Design mechanicals for retail packaging, merchandising graphics, and promotional displays
- Work within brand guidelines
- Maintain organization of production server
- Assist team in execution of design and layout development
- Work on variety of assets for advertising, visual merchandising, and marketing collateral