



GINGER COLLIER

GRAPHIC DESIGNER



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EMAIL
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WEBSITE
gingercollier.com



LOCATION
Batesville, AR

SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



WORDPRESS



MICROSOFT OFFICE



AWARDS

- 2013 Silver ADDY - District
- 2013 Gold ADDY - NEA Chapter
- 2012 Bronze ADDY - District
- 2012 Gold ADDY - NEA Chapter
- 2012 Gold ADDY - NEA Chapter
- 2012 Bronze ADDY - NEA Chapter
- 2011 Gold ADDY - District
- 2011 Bronze ADDY - District
- 2011 Silver ADDY - NEA Chapter
- 2011 Silver ADDY - NEA Chapter

Honorable Mention - Juried ASU Art Student Union Student Show, 2011

1st Place Interactive - AIGA Creative Match Regional Student Show, 2011

EDUCATION

> ARKANSAS STATE UNIVERSITY

SPRING 2012 | JONESBORO AR

Graphic Design, BFA. Marketing Minor. Cum Laude. GPA 3.7

EXPERIENCE

> GINGERCOLLIER.COM

FREELANCE DESIGNER | 2012 - PRESENT

Provide graphic design services for multiple clients including:

> MARSHALL DRY GOODS CO., INC.

Create colorways of fabric patterns for one of the largest woven cotton and poly cotton fabrics inventory holders in the United States.

> MAJORITY STRATEGIES (CONTRACT)

Design high-level direct mail pieces, high volume art production copy changes and social media banners.

> ST. BERNARDS MEDICAL CENTER (CONTRACT)

Create brochures, flyers, logos, direct mail and update previous marketing materials.

> FREEBITCOINS.COM

Develop logo, online banner ads and marketing consulting.

> AMERICAN ADVERTISING FEDERATION (AAF-NEA)

Design and creation of monthly collateral for print and web.

> Consulted with additional clients about marketing design needs and corporate branding.

> IRONCLAD PERFORMANCE WEAR

ASSOCIATE GRAPHIC DESIGNER | DALLAS, TX | 2014 - 2016

Support the Marketing team in expanding Ironclad's brand awareness and marketing initiatives through all mediums. Assist with overhauling companies visual brand and website redesign. Responsible for web maintenance, packaging design, tradeshow prep, content creation, guiding photoshoots, photo editing and all supporting print collateral.

> FLOWER SHOP NETWORK

GRAPHIC DESIGNER | PARAGOULD, AR | 2012 - 2013

Design materials for five subsidiaries. Develop campaign concepts, marketing materials, website redesigns, logos, newsletters, photo editing and web graphics. Assist with photoshoots and worked closely with sales staff.