

Ginger Collier

Graphic Designer

Highly creative and multi-talented Graphic Designer with experience in marketing, digital, and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication skills. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

WORK EXPERIENCE

Creative Director / Co-Founder

April 2019 – Present

Core Chiropractic & Wellness, Little Rock, AR

- Co-founded multifaceted chiropractic clinic with lead Director and recruited and managed new team of 4 employees. Grew office revenue by 400% in nine months.
- Doubled monthly new patient acquisition through the implementation of new marketing strategies focused on improving the company’s web presence, social media advertising, and search engine optimization.
- Liaised with external marketing to drive direct mail advertising efforts resulting in a 35% increase in revenue.
- Executed new brand identity, conceptualized, and designed new website and marketing materials.

Independent Contractor / Freelance Designer

May 2012 – Present

GingerCollier.com, Remote & On-Site

- Conceptualized and designed campaigns for local and national level marketing campaigns to increase brand awareness and increase consumer engagement.
- Managed teams ranging from 7-15 to develop new and existing companies brand presence to increase user engagement by 35-50%.

Graphic Designer / Inventory Manager

April 2020 – July 2021

Marshall Dry Goods Co., Batesville, AR

- Created colorways of fabric patterns for one of the largest woven cotton and poly-cotton fabrics inventory holders in the United States.
- Collaborated directly with owner to develop over 300 new fabric patterns for major retail and wholesale stores (Hobby Lobby).
- Researched emerging concepts and trends to produce new designs and produce print repeats from final artwork, re-colors, and match colors from best-selling color palettes.
- Directed external programming team to update and modernize existing website to a modern, user-friendly online retail site which increased e-commerce sales by 25%.

Associate Graphic Designer

January 2015 – August 2017

Ironclad Performance Wear, Dallas, TX

- Integral role in overhauling the company’s visual brand, including package design, website redesign, trade show prep, content creation, guiding photo shoots, photo editing, and all supporting print collateral.
- Partnered with internal teams and resources in collaboration on projects for the company and company supported brands.
- Established brand identity guidelines and maintained consistent adherence to new brand identity across all forms of marketing.

CONTACT

- North Little Rock, AR
- 870-307-9492
- gingerbethcollier@gmail.com
- linkedin.com/in/gingercollier

SKILLS

- Adobe CC
- InDesign
- Illustrator
- Photoshop
- Lightroom
- Mailchimp
- HubSpot
- Asana
- Wrike
- WordPress
- Google Analytics
- Shopify
- Photo Editing / Retouching

EDUCATION

Arkansas State University

Bachelor of Fine Arts

Major in Graphic Design

Minor in Marketing

State University, AR - May 2012

AWARDS

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