

LAQUOYA S. ROBINSON

256.479.4032 • laquoyasrobinson@gmail.com • qrobinsoncreative.com

CREATIVE MANAGER & ART DIRECTOR

Graphic Design | Concept + Strategy | Art Direction | Advertising Design | Marketing

TECHNICAL & SOFT SKILLS

- Multimedia Visual Design – Digital & Print
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Adobe XD, Lightroom, Digital Design (*Web, UX/UI, Social Media Content Creation*)
- Microsoft Office Suite, Keynote
- Fluent in Mac and Windows Applications
- Idea Generation and Multitasker
- Problem Solver & Communication Skills
- Detail-Oriented, Yet Efficient
- Create and Implement Brand Standards
- Typography and Layout
- Presentation Design and Content Creation
- Photography & Video



EXCEPTIONAL BRAND CREATIVE DIRECTION

with design aesthetic, variations on styles, and awareness of design trends and innovation

INNOVATIVE DESIGN PROFESSIONAL

with talents in developing and delivering design solutions and creative strategies to drive profits, increase brand awareness, and strengthen customer dominance through social media marketing, digital campaign creation, website and print design

HARDWORKING, PERFORMANCE-ORIENTED LEADER

offering proven expertise in brand research, concept development, project management, and campaign enhancement

PREPARED TO TAKE ON A CHALLENGING

ROLE with an opportunity to make a lasting impact on company and customer success in the Atlanta-area

CAREER ACCOMPLISHMENTS

- Seven-time GD (Graphic Design) USA Award Winner (2018-2020) and Belk Designer Showcase Finalist (2016)
- Collaborated with AT&T's Corporate Marketing Team to create story board and visual assets to attract millennials and Gen Z-ers'. Pitched campaign to senior leadership that resulted in implementation of idea.
- Researched, Designed, and Presented Fresh Consumer Market Data to Milo's Sweet Tea Corporate Marketing Team; Findings resulted in corporate re-positioning of its digital presence to attract a new target client-base in the northern United States.
- Awarded Design Work for Portland's Organicology Conference: Oregon Tilth Marketing Team and branding work across metro Atlanta.
- Given Best in Show on Behalf of SCAD professors for art direction in partnership with copywriter for Cuban Hotel Cigar Bar pitch.
- Selected for Technical Designer Internship with Abercrombie and Fitch Corporate Office in 2014.



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PROFESSIONAL EXPERIENCE

Giving Company – Alpharetta, Georgia

August 2020 – Present

A global faith and family media network that together serve faith-oriented families around the world.

CREATIVE DESIGN MANAGER

- Manage, direct, and lead designer of an umbrella brand: Giving Company
- Spearhead, manage, and oversee national digital campaigns, while using Adobe Creative Suite
- Strategize with CMO on future campaigns and create an aggressive approach that positively reflects the analysis of related data for continued attrition
- Direct the creation of artwork used on websites and other online media.
- Oversee and manage creativity across all platforms, while elevating and developing brand creative for all five brands under Giving Company
- Lead team of designers and creators to grow the brand and build long lasting connections with audiences to increase overall subscriptions

Mspark Advertising Agency – Birmingham, Alabama

August 2018 – August 2020

Nation's dominant provider of direct mail & digital marketing services to rural consumers.

LEAD GRAPHIC ARTIST

- Work in a team environment to create visual experiences that delight clients while achieving business goals
- Manage, design, and implement collateral for 3,000+ businesses and Fortune 500 companies nationwide
- Conduct and attend strategy team meetings for internal campaigns and events while working with clients and internal teams to define requirements, establish scopes, and track project milestones, utilizing effective communication skills
- Collaborate within a team environment on deliverables such as photoshoots and videography
- Lead large projects requiring design and related deliverables as needed throughout the year
- Coordinates, matures, reimagines, and implements the branding and design of Mspark Advertising Agency

Intermark Group – Birmingham, Alabama

May 2018 – August 2018

Largest psychology-driven advertising firm in the United States.

ART DIRECTION INTERN

- Gained agency experience conducting full-service digital campaign (including television, OOH Out-of-Home, and social media content creation) for Milo's Famous Sweet Tea, a "southern delicacy"
- Performed primary and secondary research, created campaign strategy, big ideas utilizing effective storytelling, and digital executions through high resolution mockups, while implementing established brand standards within a collaborative team environment
- Presented to Milo's corporate who utilized our strategies to bring forth further brand awareness



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PROFESSIONAL EXPERIENCE CONT.

Swoozie's – Atlanta, Georgia

August 2017 – April 2018

One-stop gift and stationary shop for the woman on the go.

CREATIVE DESIGN ASSISTANT

- Assisted Senior Graphic Designer and Associate Graphic Designer of corporate office with seasonal projects and in-store marketing events for the Swoozies private label and third-party vendors
- Layout design for monthly catalog (digital and print), assist with organization of quarterly trade shows with potential buyers.

Urban Home Market – Birmingham, Alabama

June 2015 – September 2016

Unique home furnishings company with accolades across elite Southern publications.

MARKETING AND SOCIAL MEDIA MANAGER

- Developed, strategized and managed marketing campaigns through digital outlets and print platforms increasing consumer awareness
- Designed and maintained company's website and blog, creating content bi-weekly through photography, copy and video

EDUCATION

Master of Arts in Advertising Design, Magna Cum Laude,
Savannah College of Art & Design, Atlanta, Georgia | 2018

Bachelor of Science in Apparel & Textiles, Cum Laude,
The University of Alabama, Tuscaloosa, AL | 2015