

CHELSEA MANAK

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www.maniakmanakart.com

GRAPHIC DESIGNER/ILLUSTRATOR

Seasoned Graphic Artist dedicated to a variety of forms of expression, including digital graphics, freehand illustration, conceptual artwork, and written communication. Strong work ethic, prompt turnarounds, multitasking skills, and flexible problem-solving ability. Currently seeking a new challenge that engages present talent while allowing room for positive improvement.

CORE COMPETENCIES

Graphic Design • Email Marketing • Website Concept • Social Media Marketing & Management • Proposal Development • Brand Development • Strategic Outreach • Cross-Platform Campaign Design/Marketing • Print & Digital Design • Project Management • Copy & Editing • Illustration • Typography • Social Media Analytics

EXPERIENCE

- | | | |
|------------------|--|----------------------|
| 2013-
Present | <u>IPM (INTERNATIONAL PRECIOUS METALS)</u>
<i>Lead Graphic Designer/Marketing Assistant</i> <ul style="list-style-type: none">Independently manage design department while driving marketing & communication efforts. Assumed strategic marketing duties in absence of Chief Marketing Officer (as of 8/2019).Collaborate with CEO, COO, and Sales Manager on design direction and brand messaging.Utilize Adobe Creative Suite to create print & digital materials: physical mail drops, digital mock-ups, brochure/pamphlet layouts, presentation materials, written content for email campaigns.Design content for web/mobile sites; promote brand identity and appeal to target audiences through visual presentation and written content. Maintain technical knowledge of browsers, languages, tools, devices, and applications used to view content.Successfully balance multiple projects simultaneously, prioritizing appropriately to ensure goals and deadlines are met. <i>Select Achievements</i> <ul style="list-style-type: none">Increased brand awareness to create cross-platform marketing strategies.Revitalized brand identity through new content, resulting in client growth and total gross revenue.Formalized and incorporated graphic design best practices into procedures, enabling more effective marketing campaigns. Helped to meet company goal of reaching wider audience. | SILSBEE, TX |
| 2018-
Present | <u>WORLD GYM</u>
<i>Freelance Graphic Designer/Social Media</i> <ul style="list-style-type: none">Manage digital and print advertising. Provide concept-to-execution marketing campaign coordination, graphic strategy, and implementation across social media platforms, Facebook, and Instagram. | BEAUMONT, TX |
| 2016-
Present | <u>HONKY TONK TEXAS</u>
<i>Freelance Design/Creative/Social Media</i> <ul style="list-style-type: none">Develop unique print and digital content to keep followers informed of upcoming events. | SILSBEE, TX |
| 2014-
2018 | <u>PHOENIX GROUP FITNESS</u>
<i>Freelance Graphic Designer/Web/Social Media</i> <ul style="list-style-type: none">Designed marketing & advertising materials for independent boutique gym. Communicated with owner to discuss brand, messaging, and visual direction. Developed content via Adobe Creative Suite and traditional methods, including hand drawing and free sketch.Ensured messaging targeted specific audiences and promoted classes, pricing specials, and events.Managed social media communications on Facebook and Instagram accounts. Created design and layout for website using Wix hosting platform. | LUMBERTON, TX |

2011-2013 **MONTGOMERY CHANDLER, INC.** **SILSBEE, TX**
Lead Graphic Designer

- Oversee design of all creative assets. Designed marketing materials including mailers, informative product brochures, and web content (writing and visuals).
- Translated leadership's vision and brand identity to audience by writing clear, accurate content and designing aesthetically appealing graphics.
- Developed advertisements featured in Forbes Magazine, American Free Press, and Newsmax.

Summer 2009 **FRANCONIA SCULPTURE PARK** **FRANCONIA, MN**
College Internship with Professor Kurt Dyrhaug

- Worked with Professor of Art Studio, Sculpture at Lamar University, constructing 20-foot "Tractor Wing" sculpture from start to finish for display in sculpture park.

Spring 2008 **WALT DISNEY COMPANY** **WALT DISNEY WORLD, ORLANDO, FL**
Internship - Disney College Program

- Completed Outdoor Foods Vendor Training program and trained new participants in program best practices. Responsible for food sales while providing positive, professional guest services.

ADDITIONAL EXPERIENCE

2018 **PAINTING WITH A TWIST** **BEAUMONT, TX**
Part-Time Painting Class Instructor

2015 **ST. ANNE'S CATHOLIC SCHOOL** **BEAUMONT, TX**
Layout Designer (Freelance)

2013 **THE PRICELESS PACT** **BEAUMONT, TX**
Children's Book Illustrator (with International Audience)

EDUCATION

5/2011 **LAMAR UNIVERSITY** **BEAUMONT, TX**
 Bachelor of Art and Science, Graphic Design
 Minor, Family and Consumer Sciences (FCSC)

CERTIFICATIONS

- **Les Mills™ Group Fitness Instructor** - "Phoenix Group Fitness" (Lumberton, TX) and "World Gym Beaumont" (Beaumont, TX)
 - BODYPUMP®, CXWORX®, BODYCOMBAT®, RPM®, BODYJAM® Certified;
 - BODYPUMP® AIM1/AIM2 (Advanced Instructor Module) Completed;
 - CXWORX®, BODYCOMBAT®, RPM® AIM1 Completed) (2013-2018)

TECHNICAL

- Adobe Creative Suite CC (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, etc.)
- Microsoft Office Suite (Word, PowerPoint, Excel)
- Mac/iWork Suite
- Apple iPad Pro/Pencil - Procreate, Canva,
- Wacom Intuos Tablet & Wacom Cintiq Tablet
- Canva
- Wix Webhosting Design Experience