

CHRISTINA PERRY

DESIGN AND MARKETING PROFESSIONAL

CONTACT

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EDUCATION

BFA, ANIMATION

Brigham Young University
2007-2013

SKILLS

PROFESSIONAL

Graphic Design
Email and social media
design and marketing
Web design
Branding
Content creation
Packaging design
Print design
Typography
Photo retouching
Motion graphics/animation
UX/UI design
Copywriting

TECHNICAL

Adobe Creative Suite
Shopify
HTML, CSS, liquid
WordPress
MailChimp
Omnisend
InVision
Sketch
Google Apps

WORK EXPERIENCE

CREATIVE AND MARKETING DIRECTOR

Shine Cosmetics | September 2016-present

- Designed, created, update, and run entire Shine Cosmetics Shopify website (www.shinecosmetics.com), including: app integration, product building, managing discount codes, stylesheet editing (Since launching the Shopify site in 2018, YoY growth has ranged from 60-70%.)
- Manage the creative roll-out of new products, with 13 new products released in 2020
- Meet weekly with CEO to ideate and execute promotional campaigns
- Develop and execute all design material, including: print and promotional material, product packaging, product photos, email and SMS marketing, social media content
- Consult with CEO, COO, and Product Development Manager to develop and design new products, including product packaging
- Conceptualize, design, write, and manage Instagram stories and daily posts, including photographing product flat lays
- Write copy for and design imagery for all Shine email campaigns
- Meet biweekly with outside digital marketing agency to discuss Facebook and Instagram ad ideas, provide them with design material for ads
- Coordinate with photographers to create product and lifestyle images; retouch photos for digital and print
- Collaborate with influencers and models to create social media campaigns

FREELANCE VISUAL AND WEB DESIGNER

Goldberry Design | 2013-present

- Design and build Wordpress websites and microsites
- Create logos, UX/UI iOS designs, print material, etc. for various small businesses
- Provide creative consultation for small business owners

SENIOR GRAPHIC DESIGNER

eFileCabinet | 2015-2016

- Provided graphic design support for entire company
- Designed wireframes and graphics for company's website, created and edited web pages in WordPress using HTML and CSS
- Created marketing collateral for email, print, web, conventions, and presentations

SENIOR GRAPHIC DESIGNER

DentalCMO | 2013-2015

- Designed and maintained graphics for over 100 custom Wordpress websites
- Designed logos, business cards, brochures, and stationery
- Created custom motion graphic commercials for dental insurance plans