

ella carlton CREATIVE

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BACHELOR OF SCIENCE

Graphic Design Major

Art History Minor

Stephens College | Columbia, Missouri
Graduated May 2019 | Cum Laude

SKILLS

Indesign
Illustrator
Photoshop
Illustration
Social Media
Branding
Communication
Organization
Print Design
Digital Design

INTERESTS

Arts & Crafts
Art Museums
Reading
Cats
Social Justice
Taylor Swift

PROFESSIONAL EXPERIENCE

HOMESMART SERVICES JUNIOR GRAPHIC DESIGNER

September 2021 - August 2022

- Designed web content including social media graphics and emails for over 25,000 agents nationwide.
- Worked within existing brand guidelines to support the HomeSmart mission.
- Created and edited flyers and other copy-heavy print media.
- Worked closely with team to create assets for Growth Summit, a conference which draws in around 500 agents annually.

TRANS RALLY CREATIVE DIRECTOR/CONSULTANT

May 2022 - Present

- Created logo and brand assets.
- Collaborate with founder on marketing materials, social media promotional strategies and outreach, gaining 40+ members within the first two months.

DREAM TOWN REALTY PRODUCTION DESIGNER

October 2019 - September 2021

- Designed logos for agents within Dream Town.
- Illustrated over 60 original drawings for the company website.
- Illustrated custom work for client gifts.
- Produced two newspaper spreads weekly.
- Created and edited listing postcards and brochures.

VOLUNTEER EXPERIENCE

NOVA NETWORK GRAPHIC DESIGNER

May 2019 - Present

- Create digital flyers to promote events, including panels, book clubs, and networking events.
- Participate meetings to plan out networking events.
- Promote the group at networking events.

CREATIVE INK CREATIVE EXECUTIVE/ CREATIVE DIRECTOR

August 2017 - May 2019

- As creative executive, created client work alongside account executive.
- Managed four teams of designers, media producers and account managers.
- Provided edits and feedback on team designs, copy and video.
- Created internal marketing assets.
- Enriched team culture through team building activities and meetings.