

aimée BELCHER *aimeebelcher.com*

who

Believer in honing the invisible qualities of design, creating daily to-do lists, keeping well organized files, hand-writing snail mail, collecting frequent flyer miles, and owning Apple products.

what

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Mac OSX

when

BFA IN GRAPHIC DESIGN
August 2007 - May 2011
Auburn University
Auburn, AL

where

281-904-0558
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why

STOKES, MCNUTT & PARTNERS // Advertising Agency
October 2015 to present

Lead Graphic Designer

Designs a variety of print materials [logos, stationery suites, brochures, print ads, billboards] and creative materials for client websites [blog graphics, homepage sliders, banners, headers]. Creates branding systems for clients, websites and case studies, and designs style guides when appropriate. Curates social media graphics for clients, and organizes systems of scheduling and posting. Creates social media channels for clients and inputs designed materials in keeping with branding. Posts blogs through Word Press back-end, and schedules social media using HootSuite. Trains colleagues and creates guides for posting blogs and social.

THE MINT JULEP BOUTIQUE // Online Women's Boutique
October 2013 through July 2015

Creative Manager

*Acted as a gate for all things creative: approval of all graphics, verbiage, and branding in all aspects of the company's online presence. Created and maintained all content for shopthemint.com. Designed and maintained all packaging materials: shipping bags, stickers, insert cards, stationery. Created seasonal lookbooks. Managed and contributed to *The Sugar Cube Blog*. Assisted in styling and creative direction of special photoshoots. Was a member of the email marketing team and participated in brainstorming, strategizing, and email creation. Managed the description writer, graphic designer, graphic assistant, and social media specialist.*

Graphic Designer & Creative Writer

Created all product and promotional graphics for social media. Designed seasonal homepage graphics for shopthemint.com (when it was an X-Card site). Wrote product descriptions for every product that came through the warehouse doors prior to its posting on the website. Measured the length of all sizes of all products to be included in the product description. Assisted in product photography where needed.

PRINTSWELL // Printer of Fine Stationery
September 2011 to October 2013

Typesetter and Proofer

Typeset a variety of stationery per the customers specifications. Tweaked pre-created designs to suit the needs of the customer. Worked in the proofreading department, ensuring all materials were free of errors before being printed and handling phone and email interaction with stationery dealers.

JASMINE AND WOO // Fine Stationery Line
Seasonally: June 2009 through August 2011, January through May 2012

Typesetter/Printing Technician/Sales

Typeset custom designs and printed them according to the customer's needs. Had a hand in the publication of the line's sample books. Handled orders, emails, and phone interaction with dealers. Assisted with sales on the floor and acted as a key-holder, occasionally handling the store alone.