

aimée BELCHER

aimeebelcher.com/portfolio

who

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

what

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
WordPress
SquareSpace
Mailchimp
Mac OSX
Windows 10

when

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

where

334-591-5219
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references

upon request

why

STONE MARTIN BUILDERS // Residential Homebuilder
July 2017 to present

Marketing Manager

Coordinates all marketing efforts, both digital and print, and ensures cohesive branding and voice throughout all channels and campaigns. Designs company wide marketing materials: brochures, signage, ads, and digital graphics. Maintains company social media presence: Instagram, LinkedIn, Facebook and all related community location pages. Writes blogs and other marketing copy. Manages content on company WordPress website in conjunction with web development company. Directs monthly video shoots. Created and maintains online portal for homeowner materials. Executes contracts with new media partners: online listing, customer experience, broadcast, billboard, and magazine partners. Spearheaded setup and implementation of a new CRM and sales platform.

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 graphics, verbiage, and branding in all aspects of the company's online presence. Created and maintained all content for shopthemint.com. Designed and maintained 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. Wrote product descriptions for every product for the website. Assisted in product photography where needed.

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

Typesetter and Proofer

after hours

BLANK YOU CARD // Stationery Line - Owner and Operator

CHROME TANK BEEMERS // Online Community - Digital Manager