



## CONTACT

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## SKILLS

- Graphic Design
- Digital Marketing
- Email Marketing
- SEO, SEM, SMO
- Supervising Experience
- Communication Skills

## PROGRAMS

- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Adobe Photoshop
- Mailchimp
- Constant Contact
- Frescha
- Toast
- Canva
- Adobe Express
- Clip Studio
- Procreate
- Google Business
- Wordpress
- Figma
- FlexiSAI
- Wix
- GoDaddy
- Meta business
- Instagram
- Facebook
- Linkedin

# SAMANTHA WOODWARD

## GRAPHIC DESIGNER

## EXPERIENCE

### Graphic Designer

Armada Security & Communications - February 2025/Present

- Created print materials using InDesign such as booklets listing parts and descriptions for alarms, keypads, emergency communications and more.
- Created copy edits for the website to sound more customer-facing and comprehensible.

### Graphic Designer

Alte Inc Thompson Enterprises - January 2025/Present

- Reworked the company logo to ensure all assets for web and print were available at the correct specs
- Created and prepared linecards, brochures and other print materials
- Performed website management tasks such as updating assets and improving the User Interface

### Graphic Designer and Social media coordinator

Paradise Creative Group - August 2023/Present

- Supervised and collaborated with a social media team to develop and implement effective marketing strategies
- Designed digital content and print materials using Adobe Suite
- Managed direct and email marketing campaigns using Toast, MailChimp and Constant Contact
- Engaged in B2B marketing initiatives
- Created and posted advertisements using Meta Suite and Google Business
- Developed and optimized organizational systems and marketing schedules

### Temp Graphic Designer and Social media coordinator

White Naturals - June 2023/August 2023

- Designed promotional digital content and print materials using Adobe Creative Suite
- Managed direct marketing campaigns using MailChimp
- Produced promotional videos for various products

## EDUCATION

Bachelor of Fine Arts

Bowling Green State University

2019

## CERTIFICATIONS

UI/UX DESIGN

Coursera

2021