



## CONTACT

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FORT MYERS, FL

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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
- Cricut
- Figma
- FlexiSAI
- Wix
- GoDaddy
- Meta business
- Instagram
- Facebook
- LinkedIn

# SAMANTHA WOODWARD

## GRAPHIC DESIGNER

## EXPERIENCE

### GRAPHIC DESIGNER AND SOCIAL MEDIA COORDINATOR

Paradise Creative Group

June 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

### INTERIOR DESIGNER

Paradise Creative Group

July 2022- May 2023

- Ensured showroom and signage adhered to brand guidelines
- Tagged and organized display items for optimal presentation
- Participated in leadership training to prepare for future management roles

## EDUCATION

Bachelor of Fine Arts

Bowling Green State University

2019

## CERTIFICATIONS

UI/UX DESIGN

Coursera

2021

[HTTPS://SAMSWDWRD.WIXSITE.COM/SAMWOODSPORTFOLIO](https://samswdwr.wixsite.com/samwoodSPORTFOLIO)