

Marcus Collins

Graphic Designer

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🌐 [Online Portfolio](#)

Creative and hardworking graphic designer with extensive experience in collaborative environments. Looking to utilize my knowledge of design and marketing while working with people who challenge me and inspire my professional growth.

Experience

DESIGNER / PROJECT MANAGER // BIG FROG // 2021-Present

- Create mock ups as well as generate or improve designs for use in various print methods.
- Build and maintain client relationships.
- Manage production schedule and maintain inventory optimization.
- Helped drive a 67%+ annual revenue growth, reaching over \$1M within 2 years.

GRAPHIC DESIGNER // FREELANCE // 2020-Present

- Discover client needs and brand goals, then research industry landscape and visual trends.
- Sketch out several concepts to determine which direction best aligns with client goals.
- Create vector logos and branding guide to present to the client, and refine as needed.

BRANCH MANAGER // ENTERPRISE // 2017-2020

- Managed 100+ loaner cars and maintained accounts receivables.
- Developed and supervised a team of 5-7 employees to increase sales as well as establish and cultivate business relationships and repeat customers.

FLOOR SET COORDINATOR // EXPRESS // 2014-2017

- Replenished sales floor and updated store layout to highlight key promotions and increase customer engagement.
- Assessed customer needs while driving sales to surpass daily and yearly projections.

INTERN // SDHC // 2013-2014

- Assisted in the underwriting process by requesting and verifying home loan documents.
- Analyzed low-income home loans and developed spreadsheets to monitor them.

Education

Digital Media Certification // SDCCD // 2020

B.S. Integrated Marketing Communications // SDSU // 2015

Skills

DESIGN - Vector Art // Color Theory // Logo Design // Page Layout // Media Production

TECHNICAL - Illustrator // Photoshop // InDesign // After Effects // Affinity // Wix

BUSINESS - Marketing and Branding // Promo Graphics // Communication

