

Davielle Bagwell

CREATIVE CATALYST, FUSING MARKETING AND GRAPHIC DESIGN

Experienced graphic designer skilled in marketing, media, and print design. Collaborative team player with excellent communication skills. Proven ability to build and maintain successful partnerships. Passionate about creative marketing strategies and campaigns, accustomed to working within budget and meeting deadlines.



EDUCATION

Collins College, 2005





Associate Degree of Visual Communications

Utilize aesthetic judgment, conceptual thinking, and various design elements such as color, typography, symbols, digital images, motion graphics, and photography. Apply project management skills to create compelling media that effectively communicates with, informs, and persuades your target audiences.

SKILLS

Organizations Skills
Presentation Skills
Project Management
Creative Thinking & Content Creation
Attention to Detail
Interpersonal Skills
Compliance Understanding
Adaptability
Problem-solving
Professionalism
Adobe Creative Cloud Proficient
Hubspot Knowledge
Microsoft Office Proficient

CONTACT

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EXPERIENCE

Marketing Coordinator

October 2017 – Present

Landmark CPAs & Financial Advisors

- Assist in the development and implementation of marketing plans and strategies to drive brand awareness and business growth
- Collaborate with internal teams to create engaging content for marketing campaigns, including website content, social media posts, blogs, newsletters, and other marketing materials
- Coordinate and manage digital marketing efforts, including social media campaigns, email marketing, online advertising, and search engine optimization (SEO) activities
- Conduct market research and competitive analysis to identify opportunities, target markets, and key trends to support effective marketing campaigns
- Support event planning and coordination for seminars, webinars, conferences, and other client engagement initiatives
- Assist in the production of marketing collateral, including brochures, presentations, case studies, and client testimonials
- Monitor and analyze marketing performance metrics and generate reports to measure the effectiveness of marketing activities and provide actionable insights for continuous improvement
- Maintain brand consistency across all marketing channels and ensure compliance with company branding guidelines
- Stay updated with industry trends, marketing best practices, and emerging technologies to propose innovative ideas for marketing campaigns

EXPERIENCE CONT'D

Senior Production Designer

October 2012 – September 2017

Shutterfly, Inc

Design

- Review submitted orders submitted via Shutterfly brand websites, carefully examining the custom text and photos to ensure accuracy and adherence to customer's specifications
- Conduct a comprehensive review of the photos and custom text included in the orders, verifying the clarity and quality of the images, and checking for any potential issues or errors
- Proofreading the text submitted including meticulously examining the text for grammar, spelling, punctuation, and formatting errors ensuring the final product reflects a polished appearance
- Employ digital photo editing techniques to enhance and refine the submitted photos by adjusting brightness, contrast, colors, and other visual elements to ensure the photo meets the desired aesthetic when printed
- Skillfully typeset all custom text and photos, using your design expertise to arrange the elements in an appealing and visually balanced manner
- Reach out to customers whose orders require additional attention, whether due to specific instructions, clarification needs, or customization requests
- Offered guidance and recommendations to reflect a positive customer experience and help them make informed decisions

Hiring/Recruiting

- Assist the Production Design Team hiring manager in hiring/recruiting preparations
- Update a skilled measure hiring quiz and review areas of improvement from previous years
- Provide solutions and organization for internal hiring of seasonal staff
- Collaborate with local schools and attend job fairs
- Arrange phone screens and interviews in rotation with other interviewers on the Production Design Team

Training Team

- Trained new hires on the internal software "Catman" and keyboard commands
- Trained new hires on stationery & wedding etiquette guidelines
- Trained promoted designers for advanced photo edits and designs to ensure they have the capability to complete extensive photo edit & design color change requests

COMMUNITY SVC

Board of Directors, Secretary, and Marketing Director

2017– Present

Sun City West ALLIANCE of Business & Community

- **Strategic Planning:** Participate in the development and implementation of the organization's strategic plan, setting goals, and defining the overall direction
- **Governance and Leadership:** Provide guidance and oversight to ensure the organization operates ethically, within legal frameworks, and in alignment with its mission and values
- **Policy Development:** Contribute to the creation and review of policies and procedures to ensure efficient and effective operations, including governance policies, financial controls, and risk management protocols.
- **Financial Oversight:** Review and approve budgets, financial reports, and fundraising strategies. Ensure financial sustainability and accountability
- **Fundraising and Development:** Support fundraising efforts by identifying potential sponsors, donors, and grant opportunities. Participate in donor cultivation and stewardship activities
- **Networking and Relationship Building:** Act as an ambassador for the organization, networking with key stakeholders, potential partners, and sponsors. Build relationships to enhance the organization's reputation and expand its reach

ACHIEVEMENTS

Landmark

- 2 website redesigns, CPAs website & Wealth Management website, with direct connection to our broker dealer Compliance department

SCW ABCs

- Completed a total website redesign, spear heading us in the digital world, allowing for online payments, business automation, membership portal, and potential for profit building by website advertising to our membership

Shutterfly

- Internal designing for the Wedding Paper Divas brand with 11 designs for purchase on the website