

# ALEXANDRA VICKERS

Hi, I'm Alexandra! I'm a visual designer that has a passion for brand development, marketing campaigns and bringing concepts to life! Let's work together!



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## EXPERIENCE

### ALEXANDRA VICKERS DESIGN / *Freelance Graphic Designer* november 2011 - present

- Created all facets of design material (print & digital) under direction from marketing team for multi-unit chain restaurant.
- Supported internal communications department by creating info graphic earning reports, visual graphics for foundation project initiatives, internal facing logo concepts and providing graphics as needed for presentation decks for a Fortune 500 corporation.
- Created branding and identity logo packages for multiple start up companies in industries including healthcare, hospitality, textile and food & beverage.

### MERCHANT SALES COMPANY / *Territory Manager* september 2012 - march 2015

- Represented over 25 disposal product manufacturers in the food service industry.
- Conducted sales presentations to educate local reps on new and existing products to increase monthly revenue.
- Prepared and designed visual marketing materials for various products to use during sales meetings and food service trade shows.

### WHITE HOUSE ADVERTISING / *Graphic Designer* october 2009 - september 2012

- Worked individually and collaboratively on the creation of high-impact graphics to enhance marketing efforts.
- Created sub brands for internal programs for large healthcare client.
- Designed and uploaded newsletters to digital marketing platform monthly.
- Liaison between clients and vendors for print and project installation needs.

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat

Microsoft Office Suite

Keynote

Email Marketing

Food Styling

Print and Prepress File Management

## EDUCATION

Bachelor of Fine Arts

*Advertising Design / Graphic Design*

Savannah College of Art & Design, 2008

## FUN FACTS

I was born in Kuala Lumpur and grew up all over Asia.

I speak Tagalog, the national Filipino language.

I am a certified PADI® Dive Master.

