

# Porsha Coulson

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## PROFESSIONAL SUMMARY

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**Dynamic Senior Graphic Designer** with a decade of experience in transforming concepts into visually stunning designs. Recognized for shaping diverse brands' visual identities, delivering impactful campaigns, and fostering successful partnerships. Demonstrated expertise in translating ideas into compelling visuals. Collaborative approach and keen eye for detail ensure successful brand management, content creation, and enterprise campaign execution. Experienced in effective team management, seamlessly bringing ideas to life and delivering comprehensive marketing initiatives. Acknowledged for innovative thinking, adaptability, and a flair for pushing creative boundaries. Eager to contribute design passion and strategic vision to a dynamic senior graphic designer role.

### SKILLS:

Adobe Illustrator	Client Relations	HTML
Adobe InDesign	Collaboration & Team Leadership	Lead Generation
Adobe Photoshop	Conceptual Thinking	Project Management
Adaptability	Creative Direction	Social Media
Brand Strategy	Digital Marketing Knowledge	Strategic Thinking
Bootstrap	Effective Communication	Trend Awareness

## SELECTED ACHIEVEMENTS

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**Strategic Design Leadership:** Applied next-level creative mindset, leading creative direction of impactful global campaigns. Translated complex concepts into visually compelling designs, aligning with strategic business goals and enhancing brand identity.

**Comprehensive Brand Development:** Played a pivotal role in shaping the visual identity of a distinguished single-family homebuilder at Oakwood Homes. Effectively translated creative briefs and marketing strategies into exceptional campaigns, sales presentations, and collateral, ensuring a consistent and comprehensive brand representation.

**Digital Marketing Excellence:** Demonstrated a strong understanding of digital, web, and social design principles across roles, staying informed on the latest technologies. Brought valuable expertise to enhance Prologis' digital marketing initiatives, aligning designs with evolving industry trends.

**High-Concept Design and Project Ownership:** Thrived in high-volume, fast-paced environments. From production to high-concept design, consistently delivered exceptional visual presentations, reflecting a keen eye for detail and a focus on customer needs and behavior. Demonstrated the highest level of personal accountability and project ownership from start to finish.

## PROFESSIONAL EXPERIENCE

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**BIO-TECHNE**, Centennial, CO

**2020-2023**

### Senior Graphic Designer

*Led creative vision and strategic design initiatives, overseeing multiple divisions. Played a central role in shaping the visual identity of numerous successful campaigns, partnerships, brands, and sub-brands. Key responsibilities included, but were not limited to:*

Brand Management	Email Marketing	Presentation Excellence
Campaign Leadership	Enterprise-Level Impact	Project Management
Collaborative Innovation	Internal Communications	Recruitment and Retention
Content Creation	Lead Generating and Nurturing	Social Marketing

Team Management

Web Content Management

Web Management

**OAKWOOD HOMES**, Denver, CO

**2017-2020**

**Graphic Designer**

*Played a pivotal role in shaping the visual identity of distinguished single-family homebuilder and community developers and their divisions. Collaborated closely with the sales department to develop and maintain comprehensive marketing campaigns, sales presentations, print and digital collateral, email marketing communications, and community events. Executed brand management strategies, ensuring consistency across divisional and company-wide initiatives. Key responsibilities included but were not limited to:*

Brand Management

Email Marketing

Social Marketing

Campaign Management

Internal and External Presentations

Web Content Creation

Digital Graphics Creation

Project Management

Web Management

**ADDITIONAL PROFESSIONAL EXPERIENCE**

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- **MEDIALAB 3D SOLUTIONS**, Graphic Designer, Tampa, FL | 2015-2017
- **FOURTHDOOR CREATIVE GROUP, LLC**, Graphic Designer, Tampa, FL | 2014-2015
- **NEW TAMPA & WESLEY CHAPEL NEIGHBORHOOD NEWS**, Graphic Designer, Tampa, FL 2011-2014

**EDUCATION**

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**UNIVERSITY of SOUTH FLORIDA**

Bachelor of Arts (BA), Mass Communication/Media Studies

**PORTFOLIO:** [porshacoulson.com](http://porshacoulson.com)