

## INFO

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**Name**  
Porsha Coulson



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352-422-1766



**Email**  
porshacoulson@gmail.com



**Portfolio**  
porshacoulson.com

## SKILLS

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**Adobe Illustrator**

**Adobe InDesign**

**Adobe Photoshop**

**Adaptability**

**Brand Strategy**

**Bootstrap**

**Client Relations**

**Collaboration & Team Leadership**

**Conceptual Thinking**

**Creative Direction**

**Digital Marketing Knowledge**

**Effective Communication**

**HTML**

**Lead Generation**

**Project Management**

**Social Media**

**Strategic Thinking**

**Trend Awareness**

**UX/UI Design**

**Word-Press**

# PORSHA COULSON

GRAPHIC DESIGNER & CAMPAIGN MANAGER

## EXPERIENCE

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### Senior Graphic Designer

Bio-Techne  
Centennial, CO 2020–2023

As the Senior Graphic Designer at Bio-Techne, overseeing multiple divisions, I play a central role in crafting the visual identity of several successful campaigns, partnerships, brands and sub-brands. My responsibilities include but are not limited to:

- Brand Management
- Content Creation
- Email Marketing
- Enterprise Campaign Management
- Presentations
- Internal Communications
- Lead Generation and Nurturing
- Project Management
- Recruitment and Retention
- Social Marketing
- Team Management
- Web Management
- Web Content Management

### Graphic Designer

Oakwood Homes  
Denver, CO 2017–2020

As the lead corporate designer, I played a pivotal role in shaping the visual identity of this distinguished single-family homebuilder and community developers. My collaboration with the sales department was instrumental in developing and maintaining comprehensive marketing campaigns, sales presentations, print and digital collateral, email marketing communications, community events, and overall brand management for both the divisional and company-wide initiatives. My duties with the company included:

- Brand Management
- Campaign Management
- Digital Graphics Creation
- Email Marketing
- Internal and External Presentations
- Project Management
- Social Marketing
- Web Content Creation
- Web Management

### Graphic Designer

MediaLab 3D Solutions  
Tampa, FL 2015–2017

### Graphic Designer

Fourthdoor Creative Group, LLC  
Tampa, FL 2014–2015

### Graphic Designer

New Tampa & Wesley Chapel Neighborhood News  
Tampa, FL 2011–2014

## EDUCATION

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### Bachelor of Arts, Mass Communication/Media Studies

University of South Florida 2009–2012