


INFO


 **Name**
Porsha Coulson

 **Phone**
352-422-1766

 **Email**
porshacoulson@gmail.com

 **Portfolio**
porshacoulson.com

SKILLS

 **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

 **Assistant Creative Manager**
Bona
Englewood, Colorado 2024–Current

As an Assistant Creative Manger at Bona I am responsible for defining and maintaining visual style and branding, including color schemes, typography, imagery, and overall design. My leadership skills allow me to effectively manage a team of print and digital designers, providing guidance, feedback, and support to ensure high-quality output. With a strong focus on project management, I oversee production, scheduling, budgeting, and coordinating with other departments to ensure high quality print and digital marketing pieces. My responsibilities include but are not limited to:

- Project Management
- Team Management
- Brand Management
- Presentations
- Internal Communications
- Quality Control

Senior Graphic Designer
Bio-Techne
Centennial, CO 2020–2023

As the Senior Graphic Designer at Bio-Techne, overseeing multiple divisions, I played 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

Graphic Designer
Fourthdoor Creative Group, LLC
Tampa, FL 2014–2015

Graphic Designer
MediaLab 3D Solutions
Tampa, FL 2015–2017

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

EDUCATION

 **Bachelor of Arts, Mass Communication/Media Studies**
University of South Florida 2009–2012