

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 Manager 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

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



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