

Abby Meyer

Multi-Media Designer

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I am a designer and artist with nearly four years of professional creative experience in branding, marketing, web design, video, and print design.

- Professional Experience -

Multi-Media Designer – Charlotte, NC

Beasley Media Group, June 2022 – Present

- Work simultaneously as an in-house designer, and in an agency-based setting on event branding, company sub-branding, and digital ad campaigns for display and social media.
- Plan and produce creative designs for branding, logos, banner advertisements, social media, newsletters, print, and PowerPoint decks.
- Collaborate closely with Account Executives, Sales Managers, and our clients to develop creative concepts.
- Lead our team of four on large scale branding and design projects for our stations and events.

Freelance Graphic Designer – NC

Self-Employed, January 2022 – Present

- Coordinate directly with clients to build new brands, coordinate re-branding, build websites, and create miscellaneous print and web design such as business cards and social media posts.

Web and Design Coordinator – Asheville, NC

Council of Public Liberal Arts Colleges, May 2021 – November 2022

- Saw through the creation of digital and print media, and maintenance of our website.
- Worked closely with directors to coordinate web page development from the ground up for regional conferences.
- Optimized processes through the Microsoft Suite and Google Drive.
- Managed copywriting and submissions for our academic journal publication, “Metamorphosis”.

Creative Marketing Team Lead – Asheville, NC
UNCA Campus Recreation, March 2020 – May 2022

- Conceptualized and executed marketing campaigns for Campus Recreation programs and initiatives.
- Oversaw and developed graphic and video content for social media and email marketing that was shared campus-wide.
- Delegated tasks amongst our team of three to most efficiently use our skills and time.
- Overhauled facility signage to adapt to COVID-19 regulations.

Education

University of North Carolina– Asheville
Bachelor of the Arts
New Media Major, Drawing Minor

Exhibitions

New Media Student Showcase– Asheville
Invitational Group Show, December 2021
Owen New Media Gallery

Programs

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Acrobat

Creatopy

MS Powerpoint

Maya

WordPress & Wix