

# ROSIE ESQUIVEL



GRAPHIC DESIGNER

## PROFILE SUMMARY

Multi-talented and detail-oriented graphic designer with experience in print design, campaign advertising design, and digital design. Retail apparel experience with advertisement and content creation skills. Exceptional collaborative and social skills with the passion to grow as a creative.

## PROFESSIONAL WORK HISTORY

October, 2023 - Current	<b>GRAPHIC DESIGNER</b> Liberty Science Center/Remote <ul style="list-style-type: none"><li>• Work closely with brand guidelines to create digital and printed designs for advertisement campaigns including all social media and website graphics</li><li>• Design any miscellaneous items to support all of LSC's internal clients</li></ul>
October, 2022 - Current	<b>GRAPHIC DESIGN MERCHANDISER</b> Pivotal Partners/Atlanta, GA <ul style="list-style-type: none"><li>• Create a visual story through merchandising for buyers that represents brand identity and current trends</li><li>• Provide creative direction to the design team and manage designers from start to finish of each project</li><li>• Analyze selling data and create visual presentations for all of company and external buyers</li></ul>
March, 2022 - Current	<b>GRAPHIC DESIGN ARTIST</b> OBHoN Studios/Remote <ul style="list-style-type: none"><li>• Create graphics with attention to layout principles and aesthetic design concepts</li><li>• Digitize watercolor artwork to use on various printed materials</li><li>• Collaborate directly with artist to ensure deadlines are met for all clients</li></ul>
June, 2021 - July, 2022	<b>SALES SUPERVISOR AND CONTENT CREATOR</b> alice + olivia/Atlanta, GA <ul style="list-style-type: none"><li>• Create and plan content for social media weekly based on new arrivals for multiple stores in the region</li><li>• Maintain consistent knowledge on style and color trends in order to create complete looks for clients</li><li>• Responsible for controlling inventory accuracy and resolve discrepancies</li></ul>

## CONTACT ME



### PHONE

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### PORTFOLIO

www.rosieesquivel.com

## EDUCATION

### BACHELOR OF ARTS

Graphic Design

University of North Georgia

May 2016-May 2020

## SKILLS

- Adobe Creative Suite
- Large Format Printing
- Digital Illustration
- Motion Graphics
- Content Creation

# PROFESSIONAL WORK HISTORY

February, 2021  
-  
June 2021

## ASSISTANT STORE MANAGER

7 for all Mankind/Atlanta, GA

- Support store manager in daily operations of the store
- Supervise employees by delegating task and evaluating employee and store performance
- Manage the business by ensuring conversion, UPT, and ADT is on track through the day, week, and month

October, 2020  
-  
February, 2021

## GRAPHIC DESIGNER

Georgia Furniture Mart/Stone Mountain, GA

- Design campaigns, website assets, print, and web advertisements
- Work with large scale printers in-house to provide signage for the showroom
- Research trends in advertisement to maintain fresh and relevant designs
- Work alongside marketing team to plan and execute campaigns along all social media accounts

June 2020  
-  
August, 2020

## KEY HOLDER AND OPERATIONS MANAGER

7 for all Mankind/Dawsonville, GA

- Organize all inventory paperwork for the store and manage all operations
- Responsible for opening and closing the store

June, 2019  
-  
August, 2020

## LEAD STYLIST

Levi Strauss & Co./Dawsonville, GA

- Execute floor sets and visual direction to Brand Retail Standards
- Train all new hires best service practices and product knowledge