

ROSIE ESQUIVEL-POITIER



GRAPHIC DESIGNER

PROFILE SUMMARY

Multi-talented and detail-oriented graphic designer and social media manager with experience in brand management, marketing, 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, 2022
-
Current

GRAPHIC DESIGN MERCHANDISER

Pivotal Partners

- Create a visual story through merchandising for buyers that represents brand identity and current trends
- Provide creative direction to the design team and manage designers from start to finish of each project
- Assist in creation of additional apparel designs when needed

March, 2022
-
Current

GRAPHIC DESIGN ARTIST

OBHoN Studios

- Create graphics with attention to layout principles and aesthetic design concepts
- Digitize watercolor artwork to use on various printed materials
- Collaborate directly with artist to ensure deadlines are met for all clients

May 2020
-
Current

GRAPHIC DESIGNER

Rosie Esquivel Designs

- Create print and digital designs along with experience in photography, digital illustration, and animation
- Prioritize a variety of projects for consistent clients to meet important deadlines
- Monitor and manage multiple social media accounts for multiple different brands

June, 2021
-
July, 2022

SALES SUPERVISOR AND CONTENT CREATOR

alice + olivia

- Create and plan content for social media weekly based on new arrivals for multiple stores in the region
- Maintain consistent knowledge on style and color trends in order to create complete looks for clients
- Responsible for controlling inventory accuracy and resolve discrepancies

CONTACT ME



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PORTFOLIO

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EDUCATION

BACHELOR OF ARTS

Graphic Design

University of North Georgia

May 2016– May 2020

SKILLS

- Adobe Creative Suite
- Photography
- Digital Illustration
- Animation
- Content Creation

PROFESSIONAL WORK HISTORY

February, 2021
-
June 2021

ASSISTANT STORE MANAGER

7 for all Mankind

- 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

- Designed campaigns, website assets, print and web advertisements
- Worked 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

- 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.

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