

ROSIE ESQUIVEL-POITIER

MARKETING GRAPHIC DESIGNER

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PROFILE SUMMARY

I'm a marketing graphic designer with experience creating digital and print materials that drive engagement and strengthen brand presence. I design web graphics, presentations, email campaigns, and trade show materials that blend creativity and strategy to deliver clear, effective visual communication.

PROFESSIONAL WORK HISTORY

January, 2024 - Current	MARKETING GRAPHIC DESIGNER SmartPM/Hybrid/Atlanta, GA - Design B2B marketing assets including eBooks, presentations, trade show visuals, email campaigns, and web graphics to support marketing and sales initiatives - Collaborate with marketing, sales, customer success, and leadership teams to create cohesive visuals that support communication, sales, and brand initiatives - Maintain brand consistency across digital and print materials while managing multiple fast-paced projects - Create data-driven visuals and infographics that simplify complex information and strengthen audience engagement
March, 2022 - Current	GRAPHIC DESIGN ARTIST OHBoN Studios/Remote - Digitize original hand-painted artwork into high-quality digital assets while preserving color, depth, and texture - Design layouts for calendars, notecards, wedding invitations, and large-format prints aligned with the artist's brand and production needs - Collaborate directly with artist to ensure deadlines are met for all clients - Manage the full design process from digital cleanup to print-ready file delivery as the studio's sole designer
October, 2022 - January 2024	GRAPHIC DESIGN MERCHANDISER Pivotal Partners/Hybrid/Atlanta, GA - Collaborated with merchandising and design teams to develop and present graphic apparel concepts for large-scale B2B retail partnerships - Reviewed and prepared digital artwork for seasonal apparel catalogs, optimizing color, layout, and presentation for sales impact - Designed custom product mockups and print-ready layouts for buyer presentations and retail production - Contributed original T-shirt illustrations and display concepts aligned with manufacturer specifications and brand goals

EDUCATION

BACHELOR OF ARTS
Graphic Design
University of North Georgia
May 2016 - May 2020

Google UX Design
Professional Certificate
In Progress

DIGITAL TOOLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Lightroom)
- PowerPoint & Google Slides
- Figma
- Hubspot

SKILLS

- Marketing Design
- Brand Identity
- Cross-Functional Collaboration
- Motion Graphics
- File Prep & Print Production

PROFESSIONAL WORK HISTORY (CONTINUED)

October, 2023
-
December 2024

GRAPHIC DESIGNER

Liberty Science Center/Remote

- Designed creative campaign graphics for themed events to boost engagement and attendance through bold, on-brand visuals
- Created social media and print materials for events including 80s Night, R&B, Latin, and laser show series
- Designed merchandise graphics, brochures, and internal collateral supporting marketing and visitor engagement initiatives

October, 2020
-
February, 2021

GRAPHIC DESIGNER

Georgia Furniture Mart/On-Site/Stone Mountain, GA

- Served as the sole designer on a small marketing team, leading the creation of seasonal campaign visuals and showroom signage for a fast-paced retail environment
- Designed cohesive print and digital assets for major promotions including signage, displays, magazine ads, and digital campaigns
- Managed weekly pricing updates and in-house print production while maintaining a consistent brand identity across all customer-facing materials