

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 digital graphics that supported a 127% increase in website traffic year over year
- Build full webpages and landing pages in collaboration with a developer, ensuring visually cohesive, user-friendly designs aligned with marketing and brand goals
- Collaborate with marketing, sales, customer success, and leadership teams to create cohesive visuals that support communication, sales, and brand initiatives
- 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, XD)
- PowerPoint & Google Slides
- Figma
- Hubspot

SKILLS

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

PROFESSIONAL WORK HISTORY (CONTINUED)

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| October, 2023 - December 2024 | GRAPHIC DESIGNER Liberty Science Center/Remote | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 |