

# 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	<div>MARKETING GRAPHIC DESIGNER</div> <div>SmartPM/Hybrid/Atlanta, GA</div> <ul style="list-style-type: none"><li>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</li><li>Build full webpages and landing pages in collaboration with a developer, ensuring visually cohesive, user-friendly designs aligned with marketing and brand goals</li><li>Collaborate with marketing, sales, customer success, and leadership teams to create cohesive visuals that support communication, sales, and brand initiatives</li><li>Create data-driven visuals and infographics that simplify complex information and strengthen audience engagement</li></ul>
March, 2022 - Current	<div>GRAPHIC DESIGN ARTIST</div> <div>OHBoN Studios/Remote</div> <ul style="list-style-type: none"><li>Digitize original hand-painted artwork into high-quality digital assets while preserving color, depth, and texture</li><li>Design layouts for calendars, notecards, wedding invitations, and large-format prints aligned with the artist's brand and production needs</li><li>Collaborate directly with artist to ensure deadlines are met for all clients</li><li>Manage the full design process from digital cleanup to print-ready file delivery as the studio's sole designer</li></ul>
October, 2022 - January 2024	<div>GRAPHIC DESIGN MERCHANDISER</div> <div>Pivotal Partners/Hybrid/Atlanta, GA</div> <ul style="list-style-type: none"><li>Collaborated with merchandising and design teams to develop and present graphic apparel concepts for large-scale B2B retail partnerships</li><li>Reviewed and prepared digital artwork for seasonal apparel catalogs, optimizing color, layout, and presentation for sales impact</li><li>Designed custom product mockups and print-ready layouts for buyer presentations and retail production</li><li>Contributed original T-shirt illustrations and display concepts aligned with manufacturer specifications and brand goals</li></ul>

## 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)

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