

ROSIE ESQUIVEL

GRAPHIC DESIGNER/SALES SUPERVISOR



PROFILE SUMMARY

Multi-talented and detail-oriented graphic designer with experience in brand management, marketing, and print design. Exceptional collaborative and social skills with the passion to grow as an artist. Retail apparel experience with merchandising and content creation skills.

PROFESSIONAL WORK HISTORY

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

July, 2022
-
Current

SALES SUPERVISOR

Theory

- Maintain and grow client relationships by delivering superior customer service
- Execute floor set merchandising to brand standards
- Suggest style trends to the brand and provide product feedback from customers

June, 2021
-
July, 2022

SALES SUPERVISOR/OPERATIONS MANAGER

alice + olivia

- Develop and maintain client relationships by establishing a returning client base
- Create and plan content for social media weekly based on new arrivals
- Maintain consistent knowledge on style and color trends in order to style clients with various styles
- Responsible for controlling inventory accuracy and resolve discrepancies

CONTACT ME



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PORTFOLIO

www.rosieesquivel.com

EDUCATION

BACHELOR OF ARTS

Graphic Design

University of North Georgia

May 2016– May 2020

SKILLS

- Microsoft Office
- Adobe Creative Suite
- CAD
- Photography
- Digital Illustration

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 printed signage for the showroom
- Research trends in advertisement to maintain fresh and relevant designs
- Work alongside marketing team to plan and execute campaigns

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 on sales and service best practices and product knowledge

June, 2018
-
January, 2019

MERCHANDISE LEAD

adidas

- Led the apparel processing team when shipment arrived and ensured product was processed to standard
- Executed floor sets and visual to brand retail standards