



TANYA COLTON

MARKETING & CREATIVE DIRECTOR

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SKILLS

Communication	Marketing Strategies
Google Adwords	SEO
Branding	Translations into layout
Corel	Print & Collateral
HTML	Template Creation
Videos	Large Format Printers
Tech Packs	Tradeshaw Designs
Concepting	Color Management
Screen Printing	Advance Typography
Sublimation	Direct to Garment
HubSpot	Go High-Level
Production (build color profile)	Spectrophotometer (pre-press, quality control)
Microsoft 365 (Word, Excel, Powerpoint, Sharepoint, ect.)	Adobe Creative Suite (CC) (Illustrator, Photoshop, After Effects, InDesign, Adobe Premier Pro, Dreamweaver, ect.)

ABOUT ME

I am a driven and optimistic marketer with a passion for proving results. I have experience in planning and coordinating marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers. Also, I have a well versed background on the creative graphics side which helps bridge the gap in understanding how to produce better campaigns. From strict deadlines to managing heavy workloads, I'm adept in developing pricing strategies with the goal of maximizing profits that support business objectives and strengthen campaigns.

EDUCATION



B.F.A. Graphic Design
The Art Institute of Dallas

2008



A.A.S Web Design and Interactive Media
The Art Institute of Ft. Worth

2012

EXPERIENCE

2022 – 2026

Marketing Specialist
MarketScout/Novatae - Dallas, TX

Corporate Events/Associations Specialist

- Planned and managed all aspects of the company's annual conference.
- Develop marketing materials and marketing plan to distribute to prospective attendees
- Handled Conference Print Materials & Signage – Conference Handbook (develop content, company and sponsor/exhibitor ads, coordinate editing and final production)
- Handled VIP functions – Venue selection, negotiate terms, coordinate invitations/RSVPs, F&B selections

Company Websites

- Developed/managed website enhancements
- Developed social media verticals on the website
- Created marketing/advertising plan to increase registered users and website awareness
- Updated Conference Websites – Develop and update conference content for conferences

CRM Manager

- Managed and updated a CRM system used specifically for the marketing team
- Updated Hubspot and Go High Level Contacts and Contact List
- Managed Hubspot and Go High Automated workflows

Digital Marketing Specialist/Graphic Design

- Develop graphics/branding for both marketscout and Novatae
- Stayed current with trends and best practices for email optimization

Social Media

- Management and content administration of company's social media outlets, i.e. LinkedIn groups, Facebook, Twitter, and YouTube including social media calendar and paid posts

EXPERIENCE CONT.

2021 – 2022

Marketing Director **Sting Soccer Org - Addison, TX**

- Directs marketing operations as a whole, developing organizations strategic priorities, adjusting to short term realities while ensuring long-term goals and objectives are met.
- Proposes, confirms, and stays within approved budgets
- Conceptualizes, creates, designs, and develops content for all print/digital platforms.
- Take independent and creative responsibility for the social media outreach and create a social media strategy and calendar that connects with members.
- Launch optimized online campaigns through Google Adwords, Facebook to increase brand awareness.
- Manage SEO efforts (keyword, image optimization), all while maintaining websites with fresh content (banners, ads, sliders)
- Prepare promotional emails and newsletters and organize their distribution through various channels by marketing automation (Constant Contact)

2020 – 2021

Digital Graphic Designer **Zilis - Argyle, TX**

- Designed original pieces, including websites, social graphics, emails, online magazines, and infographics
- Refined images, fonts and layouts and applied strong typography techniques
- Generated ideas to portray concepts and advertise products/services
- Increased user-friendliness in digital products
- Maintained brand consistency throughout all our marketing projects
- Liaise with marketing and design teams to ensure deadlines are met
- Stayed up-to-date with industry developments and tools

2020 – 2020

Global Industrial Packaging Designer **Pneo - Denton, TX**

- Designed all packaging for new products and made sure to make all copy fit the guidelines overseas
- Provided design direction and creative solutions for all marketing materials globally while collaborating with the marketing and sales team
- Developed visual concepts for product launches, advertisements and social media posts
- Finalized all artwork including proofing for brand standards, image retouching, color correcting, preparing files for print
- Design and concepted wireframes for all social media images on different websites
- Designed new logos for new brands as well as present them to the board members
- Found ways to present them in store's which included, Walmart, Macy's, BuyBuyBaby, Target, and smaller boutiques

2018 – 2020

Global Graphic Designer/Production Artist **tna solutions – Coppell, TX**

- Provided design direction and creative solutions for all marketing materials globally while collaborating with the marketing team, sales team and engineering team
- Designed and built all digital materials, including HTML emails, web ads, web banners and used marketing automation to help allowcate different campaigns (CRM Clickdimensions)



***"WHAT IS UNSEEN IS THE LIMIT,
BEYOND THE UNIVERSE IS THE LIMIT!"*** -Tanya Colton

EXPERIENCE CONT.

- Laid out copy in 10 languages for various communications, including emails, brochures, web banners
- Developed visual concepts for product launches, advertisements and social media posts
- Finalized all artwork including proofing for brand standards, image retouching, color correcting, preparing files for print
- Built, organized and owned company's first production file and image library with over 3,000 files in Microsoft SharePoint

2017 – 2018

Print Supervisor **UT Southwestern Medical Center – Dallas, TX**

- Supervised print shop and all daily operations to ensure UTSW print and marketing objectives were met
- Led print team of 10 coaching on print and design techniques, managing team objectives and scheduling
- Met and collaborated with internal clients to help reach print shop sales goals
- Oversaw print/color quality and design of flyers, business cards, signage and social media ads
- Project managed more than 100 open jobs consistently and around the clock

2013 – 2017

Graphic Designer/Production Artist **Gameness – Carrollton, TX**

- Handled all aspects of graphic design for promotional items (stickers, posters, flyers), marketing campaigns and website
- Collaborated with other brands such as NIKE to design t-shirts and patches for clothing and other accessories as needed
- Updated brand guidelines establishing company's official color profile for quality control
- Stepped in to manage workflow in all areas of business to ensure on-time delivery of all artwork and products
- Trained team on design techniques, screen printing and print prep for various-size printers and various fabrics

REFERENCES

Available upon request



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