

PORTFOLIO

LINKEDIN

# DANICA REDFERN

## GRAPHIC DESIGN & MARKETING SPECIALIST

NOVEMBER 2015 - PRESENT  
AT FUNCTIONAL PATHWAYS IN KNOXVILLE, TN



8+ yrs leading design and marketing campaigns



Equally strong designing for web, digital, and print



Experienced collaborator with agency training



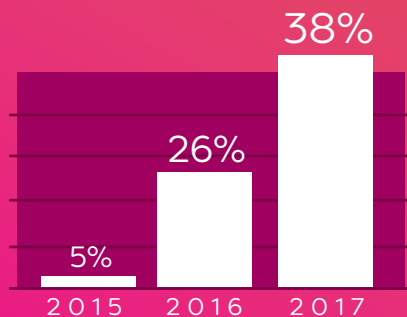
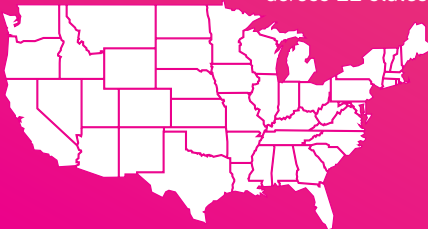
Graphic Design degree (Feb 2014) from The Art Institute

### WHAT I DO

I strategize, prioritize, design, and track digital, web, and print campaigns to influence business development, launch programs, promote our brand, and position our partners in their region.

## MARKETING IMPACT STATS

Have developed and executed over 300 successful internal and external campaigns across 22 states



### GROWING OUR AUDIENCE

- ★ Increased avg open rate from 5% to 38%
- ★ Increased avg click rate from 0% to 33%
- ★ Decreased avg bounce rate from 18% to 1%

GET TO  
KNOW ME

865-963-6174 DANICAREDFERN@GMAIL.COM

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# DANICA REDFERN

## EXPERTISE

Advanced listening  
Creative direction  
Clear communication  
Audience targeting  
Visual problem solving  
Analytics monitoring  
Brand growth and evolution

## SKILLS & TRAINING

Layout / Typography  
Written Communication  
Color Theory  
Conceptualization  
Wordpress / UX / UI  
Basic HTML / CSS

## MY TOOLBOX

Adobe Creative Suite  
Powerpoint / Word  
Visual Composer  
Drawing Tablet  
Mac / Windows  
Camtasia

MORE DETAILS AVAILABLE ON LINKEDIN

## WORK EXPERIENCE

### DESIGN

Freelance Designer 2 YEARS  
Layout Designer 3 YEARS  
Photo editor 1 YEAR

### WRITING

Copywriter 3 YEARS  
Ad copywriter 1 YEAR

## EDUCATION

Associate of Science in Graphic Design  
The Art Institute of Pittsburgh (Feb 2014)

### DESIGN ACHIEVEMENTS

2013 Tuscola Tech Graphics Mentor  
2010 Herff Jones Silver Medal  
2009 Herff Jones Bronze Medal

## REFERENCES

### LAURA REUSS

Supervisor at Functional Pathways  
LWREUSS@GMAIL.COM  
865-216-9350

### TAMARA HATCHER

Coworker at Functional Pathways  
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