

# CRYSTAL BRYANT

MARKETING DIRECTOR

## ABOUT ME

With experience in marketing and graphic design, I have the ability to develop effective, visually appealing campaigns that connect with the intended audience. I am seeking a position where I can apply my expertise to elevate your brand and contribute to your company's growth.

## EDUCATION

### Bachelor of Arts in Visual Communications

Minor in Graphic Design  
Summa Cum Laude

University of South Carolina  
Columbia, SC  
2010-2014

## CONTACT

843.364.8337

crystalandre@outlook.com

www.cabcodesigns.com

104 Hanover Court  
Summerville, SC 29485

## WORK EXPERIENCE

2019-2023

### Marketing Director

Mount Pleasant

#### LIVELY CHARLESTON

- Designs visuals for marketing campaigns, social media, websites, and other digital and print materials, including books, workbooks, booklets, eBooks, interactive PDFs, and infographics.
- Maximizes digital content diversity by converting projects into graphics, digital downloads, videos, podcasts, and written blog posts.
- Manages multiple social media accounts across all channels to enhance digital presence.
- Creates weekly and monthly email marketing campaigns.
- Manages the website and constructs strategic sales funnels and to engage with the audience and capture new leads.
- Develops and designs a bi-annual magazine with full creative control.
- Develops and implements marketing strategies to increase brand awareness and sales on various platforms, including Facebook, Instagram, YouTube, and Google.
- Collaborates with leadership teams to align marketing efforts with overall business objectives.
- Conducts market research to stay informed of industry trends and audience behavior.
- Analyzes performance metrics to continuously improve campaign strategies and effectiveness.
- Upholds brand standards to ensure consistency and quality across all platforms.
- Organizes and automates a recruiting workflow to attract qualified candidates for open positions.

2013-2019

### Marketing Director

Mount Pleasant

#### LUDIFY MARKETING

- Acquired and onboarded new clients.
- Conducted client consultations to assess their needs, identify their priorities, and recommend a comprehensive marketing strategy to reach their goals.
- Devised and executed marketing strategies and sales funnels to boost brand visibility and growth across platforms like Facebook, Instagram, and Google.
- Created various digital and print marketing materials, social media content, and apparel designs.
- Managed social media accounts and websites to enhance digital presence.

## EXPERTISE

Adobe Illustrator

Graphic Design

Brand Management

Pay-Per-Click Advertising

Google Workspace

Adobe Photoshop

Magazine Design

Email Marketing

Social Media Management

Microsoft Office Suite

Adobe InDesign

Web Design

Copy Writing

Search Engine Optimization

Photography