



vickifoust

Graphic Designer & Photographer
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education:

Philadelphia University

Bachelor of Science 2014 / GPA: 3.72
Major: Graphic Design Communication
Minor: Photography

skills:

Specialties

Corporate Identity
Project Management
Marketing

Software

Illustrator
Photoshop
Premier Pro
Lightroom
InDesign
Microsoft Office

Photography

Product Shots
Black & White Film
Digital
Studio
Portraits

Print

Print Production
Promotional Products
Silk Screen Printing
Letter Pressing

experience:

Radwell International

Graphic Designer / Jul 2022 - Present

- Developed and implemented a comprehensive design system, ensuring consistent visual identity and cohesiveness across all brand assets
- Utilized Adobe Creative Suite to proficiently develop a diverse range of promotional materials, encompassing print collateral, web content, sales-enhancing emails, brochures, and flyers
- Developed and implemented organized workflows and task management structures that efficiently oversee multiple concurrent marketing campaigns, fostering collaborative efforts and facilitating efficient communication within a global team
- Established project implementation timelines, delineate financial parameters, and oversee the end-to-end design process, including generating initial drafts, presenting ideas, and conducting meticulous design inspections before finalizing for printing or publishing
- Conducted regular design audits and assessments to uphold design quality standards and identify areas for improvement in the brand's visual assets
- Monitored industry trends, incorporating them to elevate the brand's strategy
- Led design workshops and training sessions for team members to enhance design skills and foster a culture of continuous learning

Morrisville Vet Hospital

Customer Service Representative / Nov 2021 - Jul 2022

- Managed company finances, assets, scheduling, patient medical records, and approvals in a fast-paced environment
- Prioritized and assessed client information for doctor evaluations and appropriate care referrals
- Demonstrated professionalism and empathy while resolving conflicts to ensure customer satisfaction
- Gathered lab samples, requested medication, and procured specialized food for patients
- Actively supported the team by setting a positive example, fostering motivation, and providing assistance as required

Wines 'Til Sold out

Senior Graphic Designer / July 2016 - March 2021

- Led marketing initiatives for four distinct brands (utilizing Social Media, YouTube Channels, Email Marketing, and Content Creation) and formulated brand guidelines
- Collaborated on three brand websites with layout, design, UX, aligned with business objectives
- Implemented an efficient workflow for initiating, organizing, and tracking ongoing projects, which added to the achievement of marketing goals
- Negotiated vendor relationships for the company
- Tracked, assessed, and presented outcomes of marketing campaigns using analytical data derived from email and website metrics
- Managed marketing budget, oversaw invoicing, procurement, and monthly reporting
- Enhanced skills in copywriting, email composition, drip campaigns, re-engagement strategies, A/B testing, and list segmentation
- Mentored team members, enhancing their skills and proficiency across various areas including graphic design, photography, marketing tools, and other resources
- Assumed the role of primary photographer for staging and product photography
- Significantly contributed to the successful launch of the new brand, Weekly Tasting, as a core team member.
- Led logo conceptualization, brand guideline establishment, and package design. Assumed responsibility for editing wine tasting videos and managing the YouTube Channel.

Dynamic Advertising Solutions

Graphic Designer / Feb 2015 - July 2016

- Teamed up with sales consultants, account managers, and vendors
- Partnered with diverse clients to design and create product proofs for various applications
- Applied brand guidelines for renowned corporations
- Oversaw the assessment and management of potential interns and their roles
- Developed guidelines for both interns and the design team
- Created an in-house tracking tool to monitor proofs, production, and productivity

T. Abrams Print and Design

Graphic Designer / May 2013 - Feb 2015

- Collaborated with the lead designer to produce artwork tailored for silk screen printing
- Gained proficiency in silk screen printing techniques, including effective color layering for optimal results
- Engaged in all facets of the shop environment
- Acquired comprehensive project management skills and adeptly maintained a strategic timeline
- Demonstrated skills in account management