



VELLONIE G. COLEY

GRAPHIC DESIGNER | CREATIVE COORDINATOR

As a well-rounded professional, I am seeking to immerse myself with new technologies and industry trends that bring branding initiatives successfully to life. From creating high-end marketing collateral to project coordination, my adaptable expertise will thrive in a fast-paced collaborative work environment.

Software Competency

- Mac and PC platforms
- Adobe Creative Suite
- Microsoft 365
- Salesforce Marketing Cloud
- Email Open
- Image Relay

Expertise & Interests

- Print and digital media trafficking
- Brand guideline creation
- Project management
- Ideation and creative thinking
- Instructional design
- Digital marketing and analytics

Education

Bachelor of Fine Arts in Graphic Design
The Art Institute of Atlanta,
Atlanta, Georgia

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Cataula, Georgia

404.997.0686

References Available Upon Request

Experience

June 2024 - Present

Artwork Support Specialist | Logo Mats, LLC, Lagrange, Georgia

- Utilizes Salesforce Marketing Cloud to monitor and track the progress of multiple active orders, tradeshow collateral and critical in-hand dates.
- Manages phone and email inquiries related to design revisions, shipping statuses, production timelines, and advising customers with best product recommendations.
- Provides creative direction to graphic designers to ensure digital proofs accurately reflect requested colors and logos, while also adhering to required manufacturing and design specifications.
- Uploads high resolution art files into an artwork management tool that designers utilize to generate digitally simulated proofs for customer review and approval.
- Serves as a liaison between multiple internal groups such as Customer Experience, Graphic Design and Sales.
- Presents strategic solutions for improving daily workflow efficiency, art proofing accuracy, and cohesive project tracking.
- Ensures required licensing and mat manufacturing authorizations are documented for consumer brands, national sports teams, music artists and public universities.

Jan 2020 - Nov 2023

Production Graphic Designer | Cox Enterprises, Inc., Atlanta, Georgia

- Maintained employment branding presence for print and digital platforms. Collateral ranged from portal refreshes, beta testing, e-newsletter UX layouts, employee magazine design and branding campaign activation assets.
- Reviewed short- and long-term project schedules alongside Project Managers as needed to adequately scope key milestones requested by clients.
- Developed national trade show assets such as escalator wraps, sponsorship print ads and social media graphics.
- Subject matter expert that identified solutions to enhance internal team collaboration and client experience.

Sept 2014 - Dec 2019

Graphic Designer | Cox Automotive, Inc., Atlanta, Georgia

- Engaged with Creative Directors to produce innovative marketing collateral for internal external product launches.
- Spearheaded the implementation of multiple national template suites, while also conveying instructional guidance to fellow team members and contract designers.
- Maintained positive and frequent communication with outside creative agencies to implement successful print and digital trafficking deployment needs.

Nov 2012 - Sept 2014

Junior Graphic Designer | Manheim, Inc., Atlanta, Georgia

- Organized internal cloud-based server folders which housed core branding assets, training materials, and shared resources (i.e., logos and fonts).
- Concept and development of Key Account, regional auction and consignor specific sales templates and emails.