

Macey Oliver

GRAPHIC DESIGNER

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SUMMARY

College graduate and experienced graphic designer with a growing foundation designing in house and a strong background in retail and service industries. Dynamic, reliable, and hardworking. Works well independently and as part of a team to effectively complete assignments, exceed targets, and improve existing systems. Experience with apparel and textile design, web design, package design, motion graphics, screen printing, ecommerce, and photography. Designed for a variety of print and digital media.

PROFESSIONAL SKILLS

Organization Creativity
Problem Solving Time Management
Attention to Detail Teamwork

TECHNICAL SKILLS

Adobe Creative Suite Microsoft 365
Shopify Figma
Miro Procreate

EDUCATION

Bachelor of Arts in Graphic Design

2019 – 2023

Flagler College – St. Augustine, FL

- Minored in Illustration, Advertising, and Fine Arts
- Graduated Magna Cum Laude
- Academic Achievement Award in Visual Arts (2023)

Advanced High School Diploma

2015 – 2019

Floyd E. Kellam High School – Virginia Beach, VA

- Customer Service Certification (2016)
 - Workplace Readiness Certification (2017)
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WORK EXPERIENCE

Graphic Designer/Artist

August 2023 – Current

Wave Riding Vehicles – Virginia Beach, VA

- Design graphics and patterns for apparel and accessories, including garment embroidery
- Print and prepare films for screen printing and coordinate with print teams to transfer designs from computer to product
- Create retail and event signage, promotional content, and point of purchase displays
- Work as part of a marketing team to create sale campaigns, branded events, social media content, and strengthen brand identity
- Design laminates and coloration for surfboards
- Curate graphics, garment styles, and color stories to build clothing collections
- Assist with events, event planning, and photoshoots
- Photograph, edit, and upload products to Shopify
- Manage and update website, online store, and internet product
- Reform website to optimize growth, enhance user experience, and streamline performance
- Create and facilitate email marketing campaigns

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WORK EXPERIENCE (CONTINUED)

Banquet Server

May 2023 – July 2023

Embassy Suites by Hilton – St. Augustine, FL

- Work as part of a banquet team to host and serve guests at Hilton events
- Aid in event planning, organization, and coordination
- Assist in event preparation, including set up, service, and break down
- Prepare seating, tables, and serving stations
- Select linens and decorations in correspondence with event type
- Present food and beverages to guests, either direct to table or at a serving station
- Serve guests in a timely manner, refilling beverages and serving stations when necessary
- Maintain a clean and organized event space
- Ensure guests have a positive experience with Hilton

Sales Associate

June 2022 – February 2023

Mangrove Surf Shop – St. Augustine, FL

- Analyze customer experience levels to determine the appropriate surfboards and accessories
- Create social media content and assist in managing social media platforms
- Use a Point-Of-Sale system to complete customer purchases, exchanges and returns
- Arrange merchandise into attractive displays and ensure store is clean and organized
- Monitor product inventory and restock when necessary
- Coordinate with a team of instructors to schedule surf lessons for customers
- Create relationships with customers to help build a community and establish customer loyalty for a small scale, family owned business

Surf Instructor

June 2020 – August 2022

Wave Riding Vehicles – Virginia Beach, VA

- Conduct roll calls before, during, and after surf lessons to verify student presence and safety
- Set up camp, prepare and distribute supplies, and schedule private lessons for students
- Monitor changes in weather and ocean conditions to make appropriate safety decisions for students and staff
- Demonstrate and teach the basics of surfing, wave dynamics, rip currents, and ocean safety procedures to students

Sales Associate

August 2017 – January 2020

Wave Riding Vehicles – Virginia Beach, VA

- Use a Point-Of-Sale system to complete customer purchases, exchanges, and returns
- Unbox, check in, and stock products, creating attractive displays of merchandise
- Monitor sales floor for upkeep needs, including organizing products by size, color, and style

Hostess

February 2017 – April 2017

Firebrew Bar & Grill – Virginia Beach, VA

- Greet and seat customers, accounting for special requests and fair server rotation
- Monitor and update seating chart system to reflect occupied seating
- Manage reservations and waitlists
- Maintain a clean and organized environment