



Tawni Janine Perry

 (925) 339-0322  tawni.perry@gmail.com  www.tawnijanine.com

 www.linkedin.com/in/tawniperry  www.behance.net/tawnijanine  @tawnijanine 

Objective: Experienced Graphic Designer, Social Media Manager & Digital Marketing Specialist seeking growth opportunities as a Creative Director.

Education: **Bachelor of Arts in Design Studies with concentration in Graphic Design**
San Jose State University – San Jose, CA

- Pride of the Spartans Marching Band: Color Guard
- Delta Zeta Women's Sorority – Gamma Lambda Chapter

Work Experience: **Brand Designer**
Ladykind / Allure Labs – Hayward, CA – July 2021 – May 2023

- Created visual concepts and designs for B2C, B2B, and marketing teams
- Product development, packaging design, promotional marketing materials
- Community management, reporting, tracking, and budgeting
- Developed e-commerce and informational website branding
- Grow the company and brand in a creative direction
- Project management, leadership, and collaboration with agencies and team members
- Coordinate trade shows and expos related to CBD and women's health

Social Media Designer

Ladykind / DermaQuest / Allure Labs – Hayward, CA – July 2021 – March 2023

- Created dynamic written, graphic, and video content for multiple platforms
- Social media design, editing, and optimization (FB, IG, TikTok, LinkedIn, Twitter, Pinterest)
- Graphic design, video editing, photo editing, and marketing design material
- Project management with internal and external team members (blogs and public relations)
- Collaborated with organic and paid influencers
- Coordinate pop-up events and shows with local brick-and-mortar stores

Social Media Project Manager & Graphic Designer

Serge Creator Studios – Remote – November 2020 – June 2021

- Managed content creators, project management, post-production, and session coordinating
- Social media design, editing, and optimization
- Curated engaging daily stories and produced monthly content
- Collaborated with internal and external teams for client communication
- Graphic design, video editing, photo editing and marketing design material

Marketing Coordinator

Insight Wealth Strategies, LLC – San Ramon, CA – October 2018 – March 2020

- Performed website maintenance, content updates, and design for the company's websites
- Coordinated client appreciation events and managed digital campaigns
- Maintained relationships with vendors and managed paid lead reporting
- Updated investment strategies for digital and physical collateral

Marketing Administrative Assistant

Insight Wealth Strategies, LLC – San Ramon, CA – October 2018 – June 2019

- Implemented LinkedIn lead project – messaging, distributing, and tracking (200) leads
- Managed drip mail campaigns to prospective clients and leads
- Redesigned physical newsletter template to incorporate cohesive branding
- Worked in CRM to manage prospect follow-up and refine automated lead workflows for leads

Software Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Microsoft Office, Google Suite, WordPress, Constant Contact, Mailchimp, Google Analytics, Google Ads, Monday.com, Trello, Canva, Dropbox, Basic HTML, Meta Business Suite, Airtable, Slack, Notion, Later.com, Shopify, Share-A-Sale, Planoly

Personal Skills: Time Management, Attention to Detail, Multi-Tasker, Self-Starter, Event Planning, Typing 60 WPM, Creative, Social Media Guru, Hashtag Strategy, Layout Design, Typography, Video Editing, Photography, Organization, Leadership, Communication, Problem Solving, Brand Identity, User Research, Team Player, Resourceful