



# Tawni Janine Perry



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## Objective:

Creative and resourceful Graphic Designer, Social Media Manager, and Digital Marketing Specialist seeking growth opportunities as a Creative Director.

## Professional Experience:

### Marketing Content Program Manager

*Cinnamon Energy Systems* - Los Gatos, CA - August 2023 - Present

- Planned, scheduled, and managed content production for The Energy Show, ensuring consistent delivery and quality.
- Directed creative projects and coordinated resources to deliver high-quality, on-brand marketing content.
- Edited and published various multimedia assets, ensuring accuracy and consistency across platforms.
- Created and posted engaging social media content, driving brand awareness and audience engagement.
- Designed and organized marketing materials, maintaining a cohesive brand experience.
- Managed content storage systems, streamlining workflows and improving accessibility.
- Coordinated and executed marketing events, optimizing costs and driving customer acquisition.
- Wrote podcast summaries, social posts, and sales collateral, with a focus on compelling storytelling.

### Brand Designer

*Ladykind / DermaQuest / Allure Labs* - Hayward, CA - July 2021 - May 2023

- Designed visual concepts, packaging, and promotional materials for B2C and B2B.
- Managed e-commerce branding, events, and community engagement.
- Produced and optimized social media content across platforms.

### Social Media Project Manager & Graphic Designer

*Serge Creator Studios* - Remote - November 2020 - June 2021

- Led content creation projects and optimized social media campaigns.
- Designed graphics, edited videos, and collaborated with internal/external teams.

### Marketing Coordinator

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

- Managed website updates, event coordination, and digital campaigns.
- Enhanced branding through redesigned materials and CRM optimizations.
- Initiated LinkedIn lead generation and streamlined drip campaigns.

## Education:

### Bachelor of Arts in Design Studies

*San Jose State University* - Concentration: Graphic Design

- Activities: Delta Zeta Sorority, Color Guard - Pride of the Spartans Marching Band

## Skills:

**Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), WordPress, Microsoft Office, Google Suite, Mailchimp, Trello, Monday.com, Shopify

**Creative:** Branding, Typography, Layout Design, Photography, Video Editing

**Personal:** Leadership, Organization, Problem Solving, Team Collaboration