

ADDRESS

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caroline durkee

EXPERIENCE

GRAPHIC DESIGNER SEPT 2017 - PRESENT

JR. GRAPHIC DESIGNER SEPT 2016 - SEPT 2017

Lord + Taylor

- Concept and execute a wide variety of print and digital assets including direct mail, newspaper/magazine ads, emails, website content, social media, and display ads
- Design and deliver strategic creative campaigns focusing on business objectives while maintaining brand guidelines
- Work cross-functionally with marketing, merchandising, photography, copy, and production teams
- Assist in reviews, approvals, and communications to design and production teams regarding versions and extensions of strategic concepts to ensure projects are delivered with brand compliance
- Create visual systems and layouts across print and digital for the L+T 2019 Rebrand

FOUNDER APR 2016 - PRESENT

The Freckled Life Blog

- Create written and visual content for The Freckled Life blog
- Establish online presence of 20k+ followers on social media and thousands of monthly blog readers
- Create weekly email content reaching hundreds of subscribers
- Create sponsored content and social media campaigns for fashion, beauty, and lifestyle retailers such as Saks Off 5th, Google, Dove, and Lauren Ralph Lauren

FOUNDER APR 2019

Blogger Closet Sale

- Single-handedly organized a full-scale event by executing the branding, website creation, media outreach, advertising, and venue/event set-up with 28 participating bloggers and hundreds in attendance

JR. GRAPHIC DESIGNER AUG 2015 - SEPT 2016

LaForce / LaForce + Stevens

- Created detailed graphics, conceptual artwork, visual aids, and event and marketing collateral for fashion, retail, luxury brand, and entertainment clientele

EDUCATION

HIGH POINT UNIVERSITY

B.A. GRAPHIC DESIGN + B.A. COMMUNICATION

Graduation Date: May 2015

SKILLS

Photoshop	Social Media
InDesign	Microsoft Office Suite
Illustrator	After Effects

ASSOCIATIONS

ZETA TAU ALPHA
Historian Reporter / Apparel Chairperson / Member
AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN
Member