



# TIFFANYMYERS

## digital & print design

### experience

2020

#### MOOYAH

Director of Brand Creative

July 2016 - Current

- Organizes and executes all brand-wide and Local Store Marketing brand content creation
- Executes and manages timelines of all system-wide marketing including POP kits and in-restaurant materials
- Manages system-wide and local monthly email calendar
- Leads the Punchh Rewards App program for the brand including database segment management, all user communication emails, push notifications, rich messages, redeemables, and post check-in bonus point campaigns
- Manages and art directs food photoshoots with photographer and food stylist
- Manages menu creative design and execution of updates with franchisees, printer and IT
- Develops renderings, plans and production of graphics for New Restaurant Openings
- Maintains consumer facing website, Google My Business listings, and content creation for franchise development platforms
- Assists Local Store Marketing team with plans for local store sales and traffic growth

2016

#### NERIUM

#### INTERNATIONAL

Senior Digital Designer

September 2014 - July 2016

Leads the design and development for Wordpress microsites and art directs campaign imagery for all digital platforms

Major projects include managing the celebrity website program and Nerium's Get Real international biannual conference website and mobile app

### specialities



PRINT & LAYOUT



WEB & MOBILE DESIGN



LOGOS & BRANDING



ILLUSTRATIONS & INFOGRAPHICS



SOCIAL MEDIA

2014

#### RESEARCH NOW

Graphic Designer II

March 2012 - September 2014

Design marketing pieces for print including brochures, infographics, and tradeshow booth signage

Develop digital designs for web and mobile including HTML emails, websites, blogs, social media, and web banners

### proficiency

Mac & PC Platforms | Adobe Creative Cloud



HTML CSS



2012

#### EYEMART EXPRESS

Graphic Designer

November 2009 - March 2012

Manage the designs and delivery of collateral, direct mail, and newspaper advertising for 30+ retail stores and their doctor's offices

### education

#### Bachelor of Fine Arts in Graphic Design

Texas Woman's University

Graduation May 2009 | Magna Cum Laude

### interests



### get in touch

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