



# TIFFANY MYERS

tiffanymyersdesign@gmail.com

## specialities

Over 12 years of creative & marketing experience

Out of the box thinker with clean & functional design



PRINT & LAYOUT



WEB & MOBILE DESIGN



LOGOS & BRANDING



ILLUSTRATIONS & INFOGRAPHICS



SOCIAL MEDIA

2022

**Director of Brand Creative**  
*MOOYAH Burgers, Fries & Shakes*  
 July 2016 - Current

## experience

- Creates and stewards all brand-wide and local store marketing creative for 80+ U.S. restaurants
- Leads the loyalty Rewards App program resulting in 112% increase in app sign-ups & 57% increase in loyalty sales since 2018
- Organizes menu updates and limited time offer rollouts from digital menus, printed menus to local pricing variation
- Plans and executes the monthly email calendar and ongoing messaging to 600k app members
- Manages social media agency & indirecting manage two members on the marketing team and other resources as needed
- Assists with restaurant design and coordinates production of graphics for new restaurant openings as well as reimages
- Manages and art directs food and video shoots with photographers, agency and/or food stylist
- Collaborates cross-functionally with all departments including ops, training, leadership, IT, supply chain, and finance
- Provides franchise development with marketing support, email drip campaigns, and conference materials
- Manage vendor partnerships including national printer, web developer, copywriter, and more
- Assists Marketing team with plans for local store sales and traffic growth
- Favorite projects: Custom illustrated doodle wallpaper + Campfire Burger & S'mores Shake LTO



proficiency



Microsoft Office / Monday.com / Punchh / Olo / SendGrid / Zoho Forms / MailChimp

2016

**Senior Digital Designer**  
*Nerium International*  
 September 2014 - July 2016

- Led the designs for the sales team including Brand Partner trainings, global webinars, and field communications
- Supported with digital needs for new product launches, incentive trips, campaign sprints, and expansion to new countries
- Worked with translation team for design approvals and localization
- Designed and developed Wordpress microsites including celebrity Brand Partner websites
- Managed digital assets for the biannual Get Real conference for 30,000+ attendees including microsite, mobile app, presentations, and social graphics pre-event as well as on-site during the event
- Collaborated with UX, Product Owners, CMS and technology teams to deliver the best user experience
- Mentored other designers to help develop their skillsets and strengthen the team
- Favorite projects: Redesigning the online apparel store + national Get Real conference

2014

## Graphic Designer II

Research Now / e-Miles

March 2012 - September 2014

experience

- Designed all things marketing from brochures, whitepapers, sales materials, presentations, and tradeshow signage
- Developed B2B and B2C campaigns including print, digital, HTML emails and microsites for e-Miles
- Supported EMEA and APAC design teams and localized creative and content as needed
- Collaborate with Executive Leadership to enhance the overall look and feel of their presentations for national and international conferences and tradeshows
- Work together with the CEO and Internal Communications to conceptualize the theme and organize data for the global Quarterly Update presentations
- **Favorite projects: Vehicles campaign for e-Miles + infographics for Research Now**

Peak Performance Award Winner | Peer nominated award | 2nd Quarter of 2014

2012

## Graphic Designer

Eyemart Express

November 2009 - March 2012

- Managed the newspaper advertisements, direct mail, and collateral for 30+ locations
- Provided creative and marketing support for the optometrists including coupons, advertising, and signage
- Assisted with organizing photoshoots of new product images and finalizing production for web use
- Produced in-store signage and grand opening plans for new store openings
- Continually conceptualized new layouts and designs for campaign imagery
- Created promotional flyers and collateral for subsidiary company, Accessory City
- **Favorite projects: Training manual refresh + Miss America ad**

2009

## Bachelor of Fine Arts in Graphic Design

Texas Woman's University

Graduation May 2009 | GPA 3.8 | Magna Cum Laude

education

interests



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