



# TIFFANY MYERS

I am obsessed with collaboration, brand building & data-driven design. I am equal parts creative, strategic & go-to-market execution. I have successfully developed campaigns to support sales goals, drive consumer behavior & build brand loyalty. I bring over 13 years of creative experience in varying industries including food, retail & market research with B2B and B2C target audiences.

[TIFFANYMYERSDESIGN.COM](http://TIFFANYMYERSDESIGN.COM)

## technical skills

- ● ● ● Photoshop
- ● ● ● Illustrator
- ● ● ● InDesign
- ● ● ● Dreamweaver
- ● ● ● Wordpress
- ● HTML/CSS

## expertise

Brand Identity

Go-To-Market Strategy

Omni-channel Campaign Development

Illustration & Photo Editing

Color Theory

Typography

Content Creation

Conceptual Thinking

Project Management

Email Marketing

Social Media Strategy

Budget Management

Agency & Vendor Management

CRM & Segmentation

Data Analysis

## experience

### Creative Director

*MOOYAH Burgers, Fries & Shakes / July 2016 - Current*

- Manages workflow of all creative requests & acts as the internal brand steward for 75+ U.S. restaurants
- Designs, manages & executes consumer-facing creative & messaging including in-store merchandising, menus, packaging & digital platforms
- Serves as brand champion to ensure all consumer touchpoints align with brand guidelines, strategy & vision
- Plans & executes the monthly email calendar & ongoing app messaging to 700k+ app members
- Directly supervise social media manager, content strategy & paid boosting for campaign activations on Instagram, TikTok, Facebook, LinkedIn & Twitter
- Develops content strategy calendar & project plans for vendor partnerships & new product launches
- Develops signage plans & coordinates production of in-restaurant graphics for new openings & remodels
- Organizes menu updates including digital menus, printed menus & local pricing variations
- Collaborates with team to develop integrated marketing campaigns, local store marketing & promotions
- Optimizes creative & copywriting to drive awareness, engagement & conversion
- Partners with Operations, Finance, Supply Chain, Training & Technology on cross-functional rollouts
- Manages creative budget, agencies, copywriters, videographers & freelance resources as needed
- Manages & art directs food photo and video shoots with photographers, agency and/or food stylists
- Reports on email analysis, campaign & promotion results & social media performance
- Manage vendor partnerships including national printer, web developer, uniform partner and more
- Provides franchise development with sales collateral, email drip campaigns & conference materials

### Senior Digital Designer

*Nerium International / September 2014 - July 2016*

- Served as creative lead for the sales team including trainings, global webinars & field communications
- Developed digital assets for new product launches, incentive trips, campaign sprints & global expansion
- Designed & developed Wordpress microsites for celebrity Brand Partner websites
- Managed digital assets for the biannual Get Real conference for 30,000+ attendees including landing pages, CrowdCompass mobile app, presentations & social graphics pre, live & post-event
- Collaborated with UX, Product Owners, CMS, Technology & Translation teams using Scrum to successfully launch new products, countries & campaigns
- Mentored three designers to help develop their skillsets & strengthen the team

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📍 Melissa, TX

# platforms

Microsoft Office

Asana

Monday.com

Zoho Forms

Mailchimp

Sharepoint

SOCi / MomentFeed

Punchh

OLO

Google Analytics

SendGrid

PingHD (EngagePHD)

Bite Kiosk

# strengths

1. Achiever

2. Learner

3. Includer

4. Empathy

5. Input

## Graphic Designer II

*Research Now, e-Miles / March 2012 - September 2014*

- Developed B2B and B2C campaigns from ideation to execution across all channels including print, emails, display ads, landing pages and social media for e-Miles
- Designed marketing for Research Now including brochures, whitepapers, sales materials, presentations & tradeshow signage
- Supported EMEA & APAC design teams in localizing content & design while maintaining brand standards
- Collaborated with executive leadership to enhance the overall look & feel of their presentations at national & international conferences
- Collaborated with the CEO & Internal Communications team to conceptualize the theme & organize data for the global Quarterly Update presentations

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

## Graphic Designer

*Eyemart Express / November 2009 - March 2012*

- Managed the newspaper advertisements, direct mail & collateral for 30+ locations
- Provided creative & marketing support for the optometrists including coupons, advertising & signage
- Assisted with organizing photoshoots of new product lines & finalizing production files
- Produced in-store retail signage & developed grand opening plans for new store openings
- Created new ad concepts & designs for campaign promotional imagery
- Supported subsidiary company, Accessory City, with promotional flyers & collateral

# education

## Bachelor of Fine Arts in Graphic Design

*Texas Woman's University / Graduation May 2009*

GPA 3.8 / Magna Cum Laude



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