



# TIFFANY MYERS

Creative leader with an obsession for collaboration, brand building & visual storytelling. Successful in developing campaigns to support sales goals, resonate with target audiences & build brand loyalty. Known for blending artistic vision with strategic insights to drive measurable results.

✉ tiffanymyersdesign@gmail.com

📍 Melissa, TX

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

## technical skills

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

## highlights

- Drove 24% increase in loyalty sales, resulting in annual loyalty sales surpassing \$11.5M in two years
- Developed best-in-class new user loyalty journey, contributing to top 75th percentile time to first visit
- Delivered 35% increase in Instagram followers and attained 12k followers on TikTok, exceeding goals for engagement and impressions through effective content creation and social media management
- Designed, executed, and led consumer-facing creative elements, boosting in-store merchandising, menus, packaging, and digital platforms
- Championed brand integrity, aligning all consumer touchpoints with strategic guidelines and vision to reinforce brand identity
- Strategized and executed monthly email calendar and continuous app messaging, driving engagement for user base of 700k+ app members

## experience

### Creative Director

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

- Manages workflow of creative requests to ensure efficiency and alignment for over 75 restaurants
- Optimizes creative and copywriting strategies to drive awareness, engagement, and conversion rates
- Supervises social media manager, content strategy, influencer program and campaign activations on Instagram, TikTok, Facebook, LinkedIn, and X
- Leads food photography and videography shoots with talent, agency, and food stylists
- Empowers franchise development with compelling sales collateral and conference materials
- Formulates content strategy calendars and project plans for new partnerships and product launches
- Spearheads signage plans and in-restaurant graphics production for new openings and remodels
- Partners seamlessly with other teams on integrated marketing campaigns and promotional events
- Manages creative budgets, agencies, copywriters, videographers, and freelance resources
- Delivers insightful reports on campaign and promotion analysis including social media performance

### Senior Digital Designer

*Nerium International / September 2014 - July 2016 / Addison, TX*

- Developed impactful digital creative for new product launches, incentive trips, campaign sprints, and global expansion initiatives
- Mentored and guided team of designers, aiding in the enhancement of skillsets and strength of the team
- Fostered collaboration with other teams to ensure successful launch of new products and countries
- Ensured seamless experiences for over 30,000 attendees at conference by managing digital assets and content, including optimized landing pages, mobile app, presentations, and social graphics
- Elevated online presence and engagement of celebrity brand partners through design and development of Wordpress microsites
- Led the design of training materials and presentations for global webinars

## expertise

- Brand Identity
- Go-To-Market Strategy
- 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

# platforms

Microsoft Office

Asana

Monday.com

Zoho Forms

Mailchimp

Sharepoint

SOCi / MomentFeed

Punchh

Attentive

OLO

Google Analytics

SendGrid

PingHD (EngagePHD)

Bite Kiosk

## Graphic Designer II

Research Now / March 2012 - September 2014 / Plano, TX

- Designed marketing collateral for Research Now including brochures, whitepapers, sales materials, presentations, and tradeshow signage
- Executed end-to-end B2B and B2C campaigns across various channels, including print, emails, display ads, landing pages, and social media for e-Miles
- Localized content and design for EMEA and APAC design teams while adhering to brand standards and enhancing global consistency
- Elevated executive leadership presentations at national and international conferences
- Conceptualized themes and organized data for global Quarterly Update presentations in collaboration with the CEO and Internal Communications team

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

## Graphic Designer

Eyemart Express / November 2009 - March 2012 / Farmers Branch, TX

- Enhanced brand visibility and drove customer engagement by designing impactful newspaper advertisements, direct mail, and collateral for over 30 locations
- Increased foot traffic and revenue for optometrists through the strategic implementation of coupons, advertising, and signage, providing valuable creative and marketing support
- Contributed to efficient workflow and timely campaign launches by streamlining production processes and finalizing high-quality production files
- Created attractive in-store environment by crafting compelling in-store retail signage
- Enhanced visual appeal and effectiveness of marketing materials by innovating new ad concepts and designs for campaign promotional imagery

# strengths

1. Achiever
2. Learner
3. Includer
4. Empathy
5. Input

# education

## Bachelor of Fine Arts in Graphic Design

Texas Woman's University / Graduation May 2009

GPA 3.8 / Magna Cum Laude