



TIFFANY MYERS

✉ tiffanymyersdesign@gmail.com

📍 Melissa, TX

TIFFANYMYERSDESIGN.COM

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

expertise

Brand Identity

Campaign Development

Illustration & Photo Editing

AI (Video, Image & Copy)

Typography

Content Creation

Email Marketing

Social Media Strategy

Budget Management

Agency & Vendor
Management

CRM & Segmentation

Data Analysis

Creative & marketing leader with over 16 years of experience driving growth through creative excellence, brand strategy, and performance-led storytelling. Proven at building brands loyalty that translates business objectives into measurable impact.

experience

Creative Director

Rodeo Dental / June 2024 - Current / Irving, TX (Remote)

- Led promotional events across 48 offices that delivered a 256% ROI compared to previous year
- Developed internal Google reviews contest resulting in a 370% increase in reviews YOY and 4.7 average rating
- Increased Instagram engagement by 712% delivering a 128% increase in profile visits YOY
- Delivered 12% increase in followers and 352% increase in profile visits on TikTok YOY
- Leads creative, campaign and promotional development across 50 offices
- Champions brand integrity across all touchpoints to reinforce brand mission
- Manages social media strategy and video content team for brand and doctor recruiting across Instagram, TikTok, Facebook and LinkedIn
- Manages cross-functional team including Marketing Coordinator and three freelance partners

Creative Director

MOOYAH Burgers, Fries & Shakes / July 2016 - June 2024 / Plano, TX

- Increased loyalty sales by 24% in 2 years by developing campaigns to increase customer spend
- Created best-in-class new user loyalty journey contributing to a top 75th percentile time to first visit
- Awarded Best Loyalty App by Franchise Innovation Awards in 2024
- Managed monthly email calendar, promotions and app messaging driving engagement for user base of 700K+ app members
- Delivered 35% increase in Instagram followers and gained 12k followers on TikTok in 2 years
- Managed creative execution across in-restaurant signage, menus, packaging, rewards app and digital platforms for over 75 restaurants
- Supervised social media manager and performance-based creative on paid channels
- Managed creative budgets, agencies, copywriters, videographers, and freelance resources

Senior Digital Designer

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

- Partnered with UX, sales and product teams to develop digital creative for DTC skincare websites aligning brand goals
- Managed high impact digital assets for internal conferences for over 30,000 attendees
- Mentored three junior designers strengthening the team's skillsets
- Elevated Wordpress microsites and development of celebrity partnerships
- Led the design of training materials and presentations for global webinars

Graphic Designer II

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

- Developed creative for multiple brands including Research Now, e-Miles and e-Rewards
- Designed marketing collateral for Research Now including brochures, whitepapers, sales materials, presentations and tradeshow signage
- Executed end-to-end B2B and B2C campaigns across print, email, display ads, landing pages and social media for e-Miles
- Localized translation, content and design for Europe and Asia-Pacific audiences
- Elevated leadership presentations at national and international conferences
- Conceptualized and organized global internal presentations in collaboration with the CEO and Internal Communications team

Graphic Designer

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

- Designed impactful newspaper advertisements, direct mail and promotional collateral for over 30 retail locations
- Coordinated and executed photoshoots for new product lines
- Created attractive in-store environments by crafting compelling merchandising signage
- Partnered with the optometrists on creative requests including coupons, advertising, and signage providing valuable creative and marketing support

education

Bachelor of Fine Arts in Graphic Design

Texas Woman's University / Graduated May 2009

GPA 3.8 / Magna Cum Laude

technical proficiencies

Photoshop, Illustrator, InDesign, Canva, Dreamweaver, WordPress, HTML, CSS, ChatGPT, Google Gemini, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Slides, Google Sheets, Google Docs, Google Drive, Monday.com, Asana, Smartsheet, Zoho Forms, Attentive, Mailchimp, Sharepoint, Yext, SOCi, MomentFeed, Punchh, Attentive, OLO, Google Analytics, SendGrid, PingHD (EngagePHD), Bite Kiosk