



# 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.

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📍 Melissa, TX

TIFFANYMYERSDESIGN.COM

## experience

### Creative Director

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

Leads the development, coordination and execution of seasonal patient experiences and promo events for 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. Spearheads localization of creative needs including community demographics and Spanish translation to drive inclusivity and reach. Manages cross-functional team including Marketing Coordinator and three freelance partners. Partners with marketing leadership to track budget, scorecard metrics and campaign effectiveness.

#### Key Accomplishments:

- Developed Google reviews contest delivering a 370% increase in reviews YOY and 4.7 average rating
- Organized and executed Spring Break braces promo events resulting in 256% ROI across 48 offices
- Re-energized previously dormant social platforms: Instagram – 40K increase in followers, 712% increase in engagement, 7.1M reach & 128% increase in profile visits; TikTok – 12,800 post likes, 12% increase in followers, 352% increase in profile visits
- Launched Rodeo Rewards app pilot to gamify patient journey and increase patient retention

### Creative Director

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

Led creative execution and prioritization across all brand touchpoints including in-restaurant signage, menus, packaging, rewards app, digital platforms and print for over 75 restaurants. Supervised social media manager, content strategy, and paid boosting. Developed project plans with vendor partners to enhance campaign activations and new product launches on social media. Partnered with construction for in-restaurant graphics production for new openings and remodels. Managed creative budgets, agencies, copywriters, videographers, and freelance resources. Empowered franchise development with compelling sales collateral, impactful email drip campaigns, and conference materials.

#### Key Accomplishments:

- Drove 24% increase in loyalty sales, resulting in annual loyalty sales surpassing \$11.5M for two years
- Developed best-in-class new user loyalty journey, contributing to top 75th percentile time to first visit
- Managed monthly email calendar and continuous app messaging, driving engagement for user base of 700K+ app members
- Delivered 35% increase in Instagram followers and attained 12k followers on TikTok in 2 years

Best Loyalty App by Franchise Innovation Awards - 2024

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

## expertise

Campaign Development

Team Building & Leadership

Integrated Marketing

AI (Video, Image & Copy)

Brand Identity

Illustration & Photo Editing

Typography

Budget Management

Content Creation

Project Management

Email Marketing

Social Media Strategy

Cross-functional  
Collaboration

Agency & Vendor  
Management

CRM & Segmentation

Data Analysis

# proficiencies

AI (ChatGPT & Google Gemini)

Monday.com

Asana

Zoho Forms

Smartsheet

Mailchimp

SendGrid

Google Drive, Slides, Sheets & Docs

Microsoft Office, Excel, PowerPoint, Word & Sharepoint

Yext / SOCi / MomentFeed

Attentive

Punchh

OLO

Google Analytics

PingHD (EngagePHD)

Bite Kiosk

# interests



Painting & Fine Art



Traveling



Dogs



Video Games

## Senior Digital Designer

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

Developed impactful digital assets for new product launches, incentive trips, campaign sprints, and global expansion initiatives. Contributed to team's strength by mentoring and guiding three designers, aiding in the enhancement of skillsets. Facilitated successful launch of new products, countries, and campaigns by fostering collaborative efforts with UX, Product Owners, CMS, Technology, and Translation teams using Scrum methodologies.

### Key Accomplishments:

- 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

## Graphic Designer II

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

Designed for multiple brands including Research Now, e-Miles and e-Rewards. Executed end-to-end B2B and B2C campaigns across various channels, including print, emails, display ads, landing pages, and social media for e-Miles. Designed marketing collateral for Research Now, including brochures, whitepapers, sales materials, presentations, and tradeshow signage.

### Key Accomplishments:

- Localized content and design for EMEA and APAC design teams while adhering to brand standards, enhancing global consistency
- Enhanced overall look and feel of 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

## Graphic Designer

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

Created visually appealing and marketable assets for optical retail and promotional materials. Coordinated and executed photoshoots for new product lines. 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 merchandising signage.

### Key Accomplishments:

- 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

# education

## Bachelor of Fine Arts in Graphic Design

*Texas Woman's University / Graduated May 2009*

GPA 3.8 / Magna Cum Laude