Crafted Legacy, Digital Destiny



Actress and Style Icon

Molly Sims

Dresses up Wendy's "New Salad Collection"

> PR Kicks Off Wendy's New Salad-Inspired **Polyvore Style Board Contests**

Strategy:

Leverage buzz surrounding fashion enthusiast Molly Sims to engage entertainment, fashion and consumer media for the launch of the Wendy's #NewSaladCollection.



"Spring has sprung: Molly Sims gives her must-have fashion looks of the season." **●**CBSNEWS.com

#newsaladcollection

Spring Style & Wendy's® #NewSaladCollection – Pt. 1

Molly unveiled her personal Polyvore style board with guests, shared tips for spring fashion and conducted 12 one-on-one interviews with top entertainment and fashion media.

"Ever look at your, um, lunch and think: Wow, that would make a great outfit? Molly Sims has. The model-actress has teamed up with Wendy's to create a series of Polyvore inspiration boards inspired by the fast-food chain's salads."

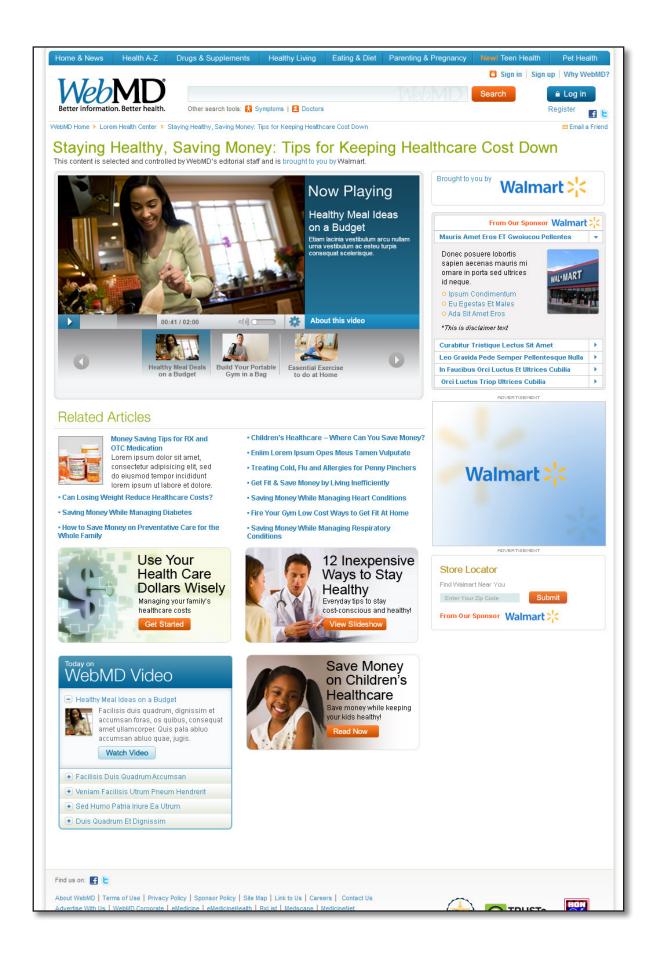






Total interviews: 12 Total number of media attendees: 25 Total paparazzi: 12

Branding Advertising for Walmart



Quarterly Reports Layout & Design



Illustration Design



Phone Apps













Product & Services Branding





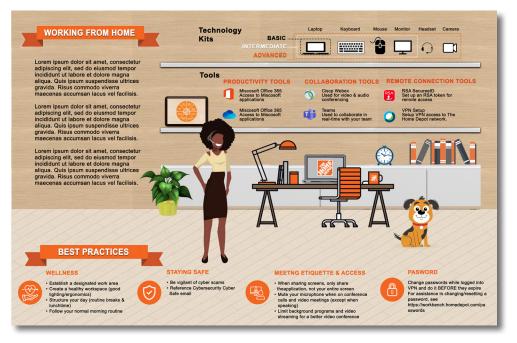




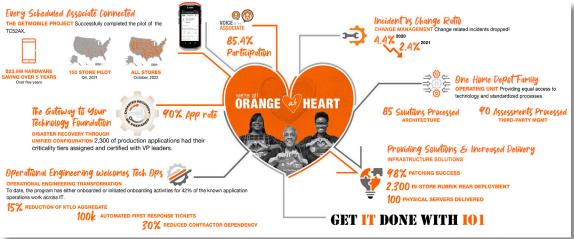




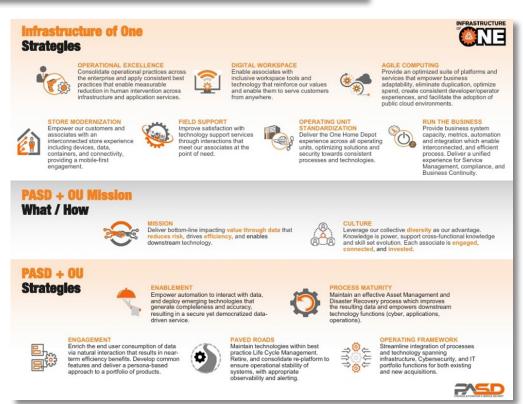
Organizational Wide Marketing



Marketing Infographic



Strategy Development Branding & Design





During my tenure at Warranty

Corporation of America, I managed
all marketing initiatives for the company.

My role encompassed website design,
development of RFPs, creation of store
packaging, and collaborating closely with
clients to maintain consistent branding.

Additionally, I was responsible for
tracking sales performance from the sales
team and monitoring marketing activities
to ensure a strong ROI.





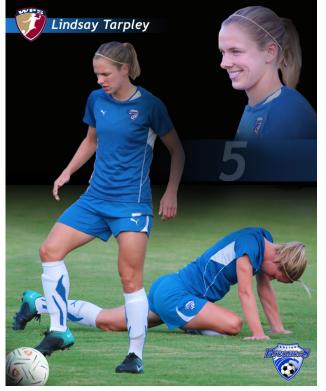






EMPTYING THE NEST • SIZZLIN' BEACH NIGHTS

TOP 2011 Aftorneys



With experience in leadership and a strong background in marketing, I have been fortunate to take on a variety of roles, including that of a professional sports photographer. I served as a photographer for the Women's National Team and worked locally with the Atlanta Beat, where I managed team photography, handled marketing initiatives, and was responsible for designing and distributing images across various social media platforms and International Sports Images.

I have had the opportunity to work closely with many professional athletes, including Heather Mitts, a three-time Olympic gold medalist. For over a decade, I managed Heather's personal marketing and was responsible for designing and maintaining her website. Taking photos and creating marketing materials was a great learning experience.















Grand Opening
Ribbon Cutting at noon
HAVE LUNCH ON US!

WE WILL BE HAVING DRAWINGS FOR A FREE WHOLE BODY CRYOTHERAPY SESSION, GIVEAWAYS AND MORE.

IF YOU HAVE YET TO SEE OUR REALLY COOL CRYOSAUNA, NOW 18 YOUR BIG CHANCE! BE SURE TO STOP BY MEET OUR STAFF, SEE OUR NEW FACILITY AND LEARN MORE ABOUT WHAT WE DO!

"It helps! You have less swelling...less chemicals are released into the joint space so you have less aches and pains."

- "The Dr. Dz Show" (1/21/11)



770-662-5432 cryomist.net



WHOLE BODY CRYOTHERAPY

Scryomist



E-B

RYOTHERAPY

Cryomist Cryotherapy was a startup launched by my previous employer, who brought me on board to lead all marketing efforts for the business. My responsibilities included developing the brand identity through logo and website design, creating comprehensive marketing materials, producing promotional videos, and managing the company's social media presence.

















































Professional Summary

Experienced creative and marketing leader seeking a senior role to shape brand strategy, lead multidisciplinary teams, and deliver high-impact design work. Skilled in multimedia, UX, and brand development, with a strong focus on mentorship and measurable business growth.



Experience

Home Depot | Atlanta, GA May 2017 - May 2025

Senior Support Specialist - Creative Direction

- Directed multimedia content and internal communication strategies
- Designed executive presentations and comprehensive brand assets
- Led UX/UI initiatives and managed content for company-wide publications
- Built SharePoint environments to streamline operations

North Highland Consulting | Atlanta, GA Oct 2014 - Apr 2015

Creative Director (Contract)

- Ran UX design projects and team rebranding
- Launched digital marketing campaigns and produced training content
- Developed SharePoint solutions for team collaboration

Ketchum | GA Jun 2014 - Dec 2014

Social Content Manager (Contract)

- Led Wendy's digital and social strategy
- Managed campaigns reaching 962M+ impressions, driving sales

CryoMist | Johns Creek, GA Jul 2013 - Jun 2014

Creative Director

- Developed marketing materials and improved SEO
- Led creative team and grew web traffic by 121%

BKV Advertising

Sep 2012 - Jan 2013

Creative Director (Contract)

• Created digital concepts and visual materials for clients

• Led web design, social media, and metric-driven optimizations

WebMD | Atlanta, GA Sep 2011 - Feb 2012

Senior Creative Designer (Contract)

- Led mobile app and web UX/UI design
- Built digital/print assets and interactive prototypes

Atlanta Beat Soccer

Dec 2009 - Feb 2012

Web & Graphic Designer, Photographer

- Designed stadium graphics and marketing materials
- Automated photo workflows and managed team photography

AT&T

Jan 2010 - Mar 2011

Web Designer

- Built responsive web and mobile interfaces
- Developed interactive features and defined specs

Warranty Corporation of America | Norcross, GA Jun 2002 - Dec 2009

Creative Director

- · Managed brand standards and design team
- Led campaigns for major retailers and created B2B/ B2C materials

Education

B.F.A. – Graphic Design and Visual Experience Art Institute of Atlanta

Portfolio