



TORY GRIFFIN

GRAPHIC DESIGNER & MARKETING SPECIALIST

CONTACT

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- torygriffindesign.com

EDUCATION

BACHELOR OF FINE ARTS

The Art Institute of Charleston
BFA in Graphic Design
Graduated 2014

SKILLS

- Adobe Creative Suite
- Social Media Apps
- Microsoft Office Suite
- Figma
- Canva Pro
- Digital/Offset Printing
- Procreate
- WordPress
- Squarespace
- HTML/CSS (basic)
- Asana
- Trello
- Basecamp
- ClickUp
- Slack
- Notion
- Meta Ads Manager
- Google Analytics (basic)
- Hootsuite
- MailChimp
- HubSpot
- SEMrush

REFERENCES

STEVEN LOWRY

Former Supervisor
(765) 437-9671

KIM ANSELMO

Former Supervisor
(409) 370-9117

LONNI FREEMAN

Former Coworker
(805) 944-0864

JOSHUA GALE

Former Supervisor
(843) 534-7544

ALLISON BARICKMAN

Former Coworker
(302) 259-4093

MAGGIE WIRTH

Former Client
(843) 819-3911

LEADERSHIP

- Led diverse design teams, including a 6-person freelance team at Meazure Learning and a 10-person in-house team at LightHouse Graphics, providing clear direction and maintaining high creative standards.
- Mentored and trained emerging designers, including 2 interns at Motivated Marketing, strengthening their design skills and professional workflows.

SUMMARY

Creative and results-driven Digital Designer and Marketing Specialist with a strong background in visual design, branding, and cross-channel marketing. Skilled in managing end-to-end projects, collaborating with teams, and delivering impactful digital content. Adaptable, deadline-oriented, and fully equipped for remote work.

EXPERIENCE

DIGITAL DESIGNER | MEAZURE LEARNING

2023 - Present

- Developed and maintained a scalable design system, creating reusable templates and visual components to streamline creative production.
- Ensured brand consistency across all channels by enforcing visual standards and guidelines in digital and print materials.
- Designed and optimized digital marketing assets, including ads, social media graphics, email campaigns, landing pages, and web content to support performance goals.
- Collaborated with performance marketing teams to A/B test creative variants and refine assets based on data-driven insights.
- Improved creative workflows by systemizing design processes and integrating asset production with digital asset management (DAM) tools.
- Created customizable, on-brand asset kits for cross-functional teams (sales, customer success, and marketing) to support self-service content needs.
- Led the visual execution of major marketing campaigns, product launches, and corporate communications from concept through delivery.

HEAD OF DESIGN | LIGHTHOUSE GRAPHICS

2019 - 2023

- Led a team of 10 designers, managing workloads, removing roadblocks, and ensuring timely delivery of all creative projects.
- Oversaw full project lifecycle—from concept to delivery—defining visual direction, typography, and layout to meet client goals and deadlines.
- Created high-quality designs using Adobe Creative Suite, with expertise in Illustrator, Photoshop, and XD for both print and digital assets.
- Conducted regular client meetings to present design concepts, gather feedback, and ensure 100% client satisfaction throughout project timelines.
- Managed multiple accounts simultaneously, aligning project execution with budget and schedule constraints.
- Recruited, trained, and mentored new design staff, fostering team growth and ensuring quality across print and web design deliverables.
- Delivered a wide range of creative solutions including logos, branding packages, marketing collateral, social media campaigns, and websites.

MARKETING COORDINATOR | THE OFFICE PEOPLE

2017 - 2019

- Led targeted, cost-effective marketing campaigns across print, digital, and event channels to boost brand visibility and engagement.
- Managed multi-channel advertising strategies, including radio, TV, social media (Instagram, Facebook, LinkedIn, TikTok, Snapchat), and live events.
- Created branded collateral and coordinated with creative teams and vendors to deliver on-brand marketing materials for sales and promotional use.
- Planned and executed pop-up events, trade shows, and professional engagements, generating brand exposure and securing qualified leads.
- Implemented project management tools (Asana, Trello, Basecamp, ClickUp) to streamline workflows and ensure on-time delivery of marketing initiatives.

GRAPHIC DESIGNER | MOTIVATED MARKETING

2016 - 2017

- Led the design and production of integrated marketing assets for more than 70 automotive clients, delivering fresh, high-performing creative campaigns each month for the Rick Hendrick dealership network.
- Developed end-to-end visual solutions across print, email, digital, and packaging, ensuring a high standard of visual excellence.
- Provided creative direction and strategic design recommendations during client meetings, sales calls, and cross-functional planning sessions, helping influence campaign approach and improve creative outcomes.
- Managed on-set product photography, edited and retouched images, and maintained a well-organized asset library to support ongoing campaign needs.
- Advised clients on brand identity, visual standards, and design best practices, strengthening brand consistency across all deliverables.
- Oversaw the management of stock photography, internal image libraries, and client assets to streamline workflows and ensure efficient asset usage.
- Prepared print-ready files and coordinated with production teams to ensure accuracy, quality, and on-time delivery.
- Delivered high-volume creative work with a reputation for speed, precision, and strong layout execution, contributing to improved campaign performance and client satisfaction.

GRAPHIC DESIGNER | SAS-E INK PAPER & PRESS

2014 - 2016

- Designed a range of custom invitations, stationery, promotional materials, and branded collateral that aligned with each client's aesthetic and brand goals.
- Collaborated directly with customers from initial concept through final production, providing design guidance, managing expectations, and ensuring a seamless creative-to-print experience.
- Prepared complex designer files for production, ensuring accurate bleeds, color profiles, resolution, typography integrity, and print-ready formatting to maintain high-quality output across all projects.
- Produced letterpress and foil stamping plates, demonstrating strong technical understanding of specialty print techniques and hands-on craftsmanship.
- Operated and maintained various press machines and finishing equipment, bridging creative design with practical production knowledge to optimize final client results.

ADDITIONAL HISTORY & REFERENCES AVAILABLE UPON REQUEST