



Gregory Johnson

Graphic Designer

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gregjdesigns.com

GRAPHIC DESIGNER / MARKETING SPECIALIST

Over nine years of experience as a multitasking Graphic Designer with an extensive background in multimedia design, print design, marketing and customer service. Exceptional collaborative and interpersonal skills; dynamic team performer with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations. Passionate creator of innovative marketing campaigns. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Creative experience in the following: Adobe Creative Suite & Microsoft Office Software

Logos, Business Cards & Stationery	Web Campaigns	Photography
Catalogs & Brochures	Web Banners & Rich Media Ads	Photo Retouching
Posters & Banners	Front End Website Design	Illustrations
Packaging & Labeling	Video Editing	Presentations
Trade Show Booth Graphics	Social Media	Infographics

Customer Service: Courteous and supportive to the clients and vendors

EDUCATION

Florida Atlantic University – Raton, FL
Bachelor of Fine Arts Graphic Design – April 2014

University of Florida – Gainesville, FL
School of Architecture – July 2008

PROFESSIONAL EXPERIENCE

Quest Technology International Inc.

Director of Marketing
Marketing Specialist / Graphic Designer

January 2016 – Present
(Jan. 2016 – Jan. 2018)

Develop strategies for B2B marketing. Create effective campaigns and conduct highly persuasive presentations on a weekly basis. Administrate company website, and manage website development team. Successfully coordinate graphic design projects from concept through to completion. Consult with manufacturers to verify packaging and product specifications. Work closely with executives to consistently meet terms, requirements, and deadlines. Oversee all marketing operations as well as maintain the company's brand identity across multiple platforms.

Key Achievements:

- Directed and launched B2B website www.QuestTechnologyIntl.com within 6 months of development.
- Contributed in successfully securing Starbucks as a client, increasing annual revenue worth over \$2million.
- Spearheaded designs for a million-dollar corporate contract under tight deadlines.
- Enticed key clients across the nation with innovative marketing campaign.
- Instrumental in developing a vendor relationship with Amazon and Digi-Key.
- Guided many clients in need of content for website development projects.
- Designed and wrote the 2016 product catalog.
This project stimulated sales and brand recognition within the industry.

1 on 1 Credit Solutions

Creative Director / Public Relations

April 2019 – Present

Promote services for credit repair. Acquire new customer leads. Gain an understanding for consumer needs to better assist them. Design marketing assets for the website. Create videos and promotional material.

Key Achievements:

- First conference acquired 31 new clients in one day.



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HEICO Aerospace Corporation
Marketing Intern – Graphic Designer

June 2014 – December 2015

Led design projects from concept to completion. Work closely with marketing team to create designs, implement branding elements, and consistently meet deadlines. Developed highly persuasive marketing presentations for executives. Brand and market over forty subsidiary partners within parent company.

Key Achievements:

- Successfully designed tradeshow booths, marketing material and promotion pieces displayed around the world. Locations include but not limited to London, Paris, Hamburg, Singapore, Punta Cana, and Dubai.
- Featured in MRO Aviation Magazine.

Boys & Girls Clubs of Broward
Art Director / Instructor

May 2011 – December 2015

Demonstrated an understanding for various mediums while providing a safe and enjoyable classroom environment. Planned and taught lessons in fine arts throughout the year in order to engage students between the ages of six and eighteen years old. Effectively managed four classes of twelve students daily. Adapted teaching methods to meet students' varying needs and interests, allowing them to express their unique artistic styles. Evaluated and tracked development of students; student attendance, critiques, and portfolio development. Assisted advanced students in obtaining scholarships to renowned universities or accelerated art programs.

Key Achievements:

- Bosch Thermo-technology donated \$19,000 to Levine/Slaughter Boys & Girls Club as a result of my art programs continued success in winning BOSCH's Greener Living National Art Contest for three consecutive years with three different students.
- Award winning art instructor for nearly 5 years; mentored over 1,200 students; many students stayed engaged and in attendance for 4 consecutive years. All high school alum that attended my class progressed onto college or 4-year university.
- Guided students to earning over \$7000 in art scholarships and prizes.
- Coordinated two non-profit student art shows annually. Those events were very popular in the community. Produced regional winners each year in Fine Arts Exhibit.
- Fundraised at charity events such as Concours d'Elegance, The Future Tastes Great, Broward County's 100 Outstanding Women, and the Annual Pebble Beach Golf Classic.