



# LAQUOYA GRIFFIN

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## ASSOCIATE CREATIVE DIRECTOR

Graphic Design | Concept + Strategy | Art Direction | Advertising Design | Marketing

## PROFESSIONAL EXPERIENCE

### **Giving Company – Alpharetta, Georgia**

*A global faith and family media network that together serve faith-oriented families around the world.*

#### **ASSOCIATE CREATIVE DIRECTOR**

December 2021 – Present

Lead designer and lead creative strategist of five brands under the umbrella brand: Giving Company. Oversees national digital campaigns as well as strategy for new products to increase overall revenue and recognition for core brands: Family Christian, iDisciple, Dove.org, Christian Cinema and Family Christian Publishing. Utilizes advanced design skillsets in Adobe Creative Suite software and Wordpress (Divi) among other disciplines. Effectively communicate and strategize with Chief Marketing Officer, Chief Strategy Officer and Chief Executive Officer on future campaigns, success and potential losses of past campaigns and analyzing related data. Collaborate and lead within team environment to bring forth new, fresh ideas ultimately to encourage others through faith based content and give back to organizations making a huge impact around the world.

#### **CREATIVE DESIGN LEAD**

August 2020 – December 2021

Spearhead, manage, and oversee national digital campaigns, while using Adobe Creative Suite. Strategize with CMO on future campaigns and create an aggressive approach that positively reflects the analysis of related data for continued attrition. Direct the creation of artwork used on websites and other online media. Oversee and manage creativity across all platforms, while elevating and developing brand creative for all five brands under Giving Company.

### **Mspark Advertising Agency – Birmingham, Alabama**

August 2018 – August 2020

*Nation's dominant provider of direct mail & digital marketing services to rural consumers.*

#### **GRAPHIC ARTIST**

Design, implement and manage marketing collateral for 3,000+ businesses and Fortune 500 Companies nationwide through direct mail. Conduct and attend strategy team meetings for internal campaigns and events. Work with clients and internal teams to define requirements, establish scopes, and track project milestones, utilizing effective communication skills. Ensure accuracy and timeliness during production. Design product mockups and prototype designs. Foster positive client relationships and retention through engaging presentations.



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## **Intermark Group – Birmingham, Alabama**

May 2018 – August 2018

*Largest psychology-driven advertising firm in the United States.*

### **ART DIRECTION INTERN**

Gained agency experience conducting full-service digital campaign (including television, OOH Out-of-Home, and social media content creation) for Milo's Famous Sweet Tea, a "southern delicacy". Performed primary and secondary research, created campaign strategy, big ideas utilizing effective storytelling, and digital executions through high resolution mockups, while implementing established brand standards within a collaborative team environment. Presented to Milo's corporate who utilized our strategies to bring forth further brand awareness.

## **Swoozie's – Atlanta, Georgia**

August 2017 – April 2018

*One-stop gift and stationary shop for the woman on the go.*

### **CREATIVE DESIGN ASSISTANT**

Assisted Senior Graphic Designer and Associate Graphic Designer of corporate office with seasonal projects and in-store marketing events for the Swoozies private label and third-party vendors. Layout design for monthly catalog (digital and print), assist with organization of quarterly trade shows with potential buyers.

## **Urban Home Market – Birmingham, Alabama**

June 2015 – September 2016

*Unique home furnishings company with accolades across elite Southern publications.*

### **MARKETING AND SOCIAL MEDIA MANAGER**

Developed, strategized and managed marketing campaigns through digital outlets and print platforms increasing consumer awareness. Designed and maintained company's website and blog, creating content bi-weekly through photography, copy and video.

## EDUCATION

**Master of Arts in Advertising Design, Magna Cum Laude,**  
Savannah College of Art & Design, *Atlanta, Georgia* | 2018

**Bachelor of Science in Apparel & Textiles, Cum Laude,**  
The University of Alabama, *Tuscaloosa, AL* | 2015



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## TECHNICAL & SOFT SKILLS

- Multimedia Visual Design – Digital & Print
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Adobe XD, Lightroom, Digital Design, Figma (*Web-Wordpress (Divi), UX/UI, Social Media Content Creation*)
- Microsoft Office Suite, Keynote
- Experience with AirTable + Asana Project Management Systems
- Fluent in Mac and Windows Applications
- Idea Generation and Multitasker
- Problem Solver & Communication Skills
- Detail-Oriented, Yet Efficient
- Create and Implement Brand Standards
- Typography and Layout
- Presentation Design and Content Creation
- Photography & Video

## EXCEPTIONAL BRAND CREATIVE DIRECTION

with design aesthetic, variations on styles, and awareness of design trends and innovation while leading fellow creatives to innovate and strategize out of the box.

## INNOVATIVE DESIGN PROFESSIONAL

with talents in developing and delivering design solutions and creative strategies to drive profits, increase brand awareness, and strengthen customer dominance through social media marketing, digital campaign creation, website and print design.

## HARDWORKING, PERFORMANCE-ORIENTED

**LEADER** offering proven expertise in brand research, concept development, project management, and campaign enhancement

## PREPARED TO TAKE ON A CHALLENGING ROLE

with an opportunity to make a lasting impact on company, developing creatives and building brand engagement and audience growth

## CAREER ACCOMPLISHMENTS

- Steady upward growth of Family Christian audience within one year from 1 mil to 2+mil
- Lead Creative strategist within team environment on iDisciple rebrand
- Complete creative control and creative refresh of five brands, tripling audience growth from start in 2020 to 2022
- Eight-time GD (Graphic Design) USA Award Winner (2018-2020) and Belk Designer Showcase Finalist (2016)
- Collaborated with AT&T's Corporate Marketing Team to create story board and visual assets to attract millennials and Gen Z-ers'. Pitched campaign to senior leadership that resulted in implementation of ideas.
- Researched, Designed, and Presented Fresh Consumer Market Data to Milo's Sweet Tea Corporate Marketing Team; Findings resulted in corporate re-positioning of its digital presence to attract a new target client-base in the northern United States.
- Given Best in Show on Behalf of SCAD professors for art direction in partnership with copywriter for Cuban Hotel Cigar Bar pitch.