



Allison Capps

Branding • Graphic • Web Design

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AllisonCapps.com

Education

Appalachian State University, Boone NC

Bachelor of Fine Arts in Graphic Design

Minor in Communication Studies

Graduation: May 2014

Work Experience

Biltmore Church

Digital Designer, May 2015 - Present

- > Responsible for designing and upkeep of website
- > Design, schedule and strategize all social media content
- > Design and develop all bulk emails using SendGrid
- > Assist in conceptualizing and production of major marketing campaigns
- > Work with ministries to develop brands and marketing materials for events
- > Tripled Facebook Page likes from 4,000 to over 12,500 in 3 years
- > Increased post reach from an average of 1,700 to 15,000 people per post

Allison Capps Design

Freelance Designer, 2014 - Present

- > Brand development and design
- > Web design and Information architecture
- > Manage all projects and client relations

Clark Communications

Prepress Designer, 2014-2015

- > Prepared files for 4-color and digital print processes
- > Designed print collateral for clients
- > Managed multiple jobs and formatting challenges simultaneously
- > Communicated with client and sales reps to proof and approve products

Kudzu Brands

Design Intern, 2013-2014

- > Designed branding, web and print products
- > Worked with clients and marketing, design and print executives to understand the work flow of the design industry

Software Proficiencies

Adobe Creative Cloud

- > Illustrator
- > Photoshop
- > InDesign
- > Light Room

CMS & Bulk Mail

- > Wordpress
- > SendGrid
- > Mail Chimp

Web Languages

- > HTML
- > CSS
- > JQUERY

Relevant Coursework

Graphic Design

Introduced to design and the design process through Typography, Graphic Design and Interactive Design classes. Learned how to develop a cohesive brand and work within different technologies to tell a brand's story.

Communications

Background courses focused on how to convey messages through advertising and technology. Learned how to identify and cater to target audiences using appropriate channels to reach ideal customers in the media they most frequently use.