

Alicia Samuel

Professional Summary

Motivated individual with experience in print, web and marketing design who is highly creative, and versatile. Skilled in creating and directing corporate and new business design. Adept interpersonal skills with team members and subordinates. Seeking an organization that demands high-quality designs to further goals and professional image.

Contact



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972-502-0946



Dallas - Ft. Worth Area, Texas



www.aliciasamuel.com

EDUCATION

Colorado Technical University, Colorado Springs, CO
Bachelor of Science Degree, Visual Communications

WORK HISTORY

Freelance Presentation Designer

July 2023 - January 2026

- Collaborated with various clients across industries to design and develop visually compelling presentations.
- Translated complex ideas and data into clear and persuasive visual stories that aligned with client objectives.
- Created custom graphics, charts, and infographics to visualize information effectively.
- Incorporated client branding guidelines to ensure consistency in messaging and design across presentations.

Presentation PowerPoint Design Specialist

BNSF Railway – October 2021 – July 2023

- Created strategic presentation material based on raw information or drafts provided by Technology Services Leadership to tailor communication to Executive Leadership.
- Updated existing presentation materials to effectively communicate complex concepts.
- Translated numerical and other data into easy-to-understand visuals, simplifying content to aid comprehension and impact.
- Coordinated external and internal communications flow i.e. newsletters.
- Practiced excellent attention to detail, ensuring errors or omissions are eliminated.
- Maintained visual consistency across all materials created and updated, aligning with BNSF brand guidelines.

Expertise

PowerPoint Design
Social Media Design
Marketing Department
Technical Illustration
Web Graphics
Desktop Publishing
Typography
MAC and PC Platform

Technical

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Canva
Microsoft PowerPoint
Microsoft Word
Microsoft Excel
Asana
Wrike

References

Sean Beardsley

Manager, Cotiviti
703-517-4500

Chantel Bigsby

Professional Reference
248-854-5521

Thomas Gash

Professional Reference, Cotiviti
512-584-1637

WORK HISTORY

Marketing Graphic Designer

Cotiviti, Irving, Texas | June 2019 - September 2021

- Implemented and maintained the Healthcare Fraud Prevention Partnership brand identity on monthly newsletters, event presentations, marketing materials and web portal artwork.
- Created portal map design, internal corporate marketing materials and powerpoint presentation designs.
- Supported the team with scheduling email marketing communications.

Marketing Graphic Designer

Tenet Healthcare, Dallas, Texas | February 2016 - November 2018

- Provided digital asset management by packaging and uploading design files for 150+ marketing managers nationally.
- Managed the creation of 500+ digital templates in the digital asset management system.
- Communicated with digital asset portal agency vendor to maintain the portal platform.
- Responsible for creating campaign creative variations for marketing material.
- Created website banners, social media graphics, internal corporate marketing materials, and product advertisements to promote new service lines.

Additional Experience:

Marketing Graphic Designer, Huawei Device USA, Plano, Texas, January 2012 to January 2015

Graphic Illustrator, Nokia Corporation, Irving, Texas, March 2009 - January 2011