

Tara White

Marketing Professional
& Creative

Contact

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Work Experience

Marketing Coordinator 2021 - Present
i2x Solutions

- Lead all marketing initiatives while keeping executive leadership aligned and engaged with the process from initial strategy to final implementation.
- Craft the voice and visual identity of i2x Solutions across multiple platforms using graphic design, illustration, web design, video production, print design, and photography.
- Utilize Adobe Illustrator and After Effects to create motion graphic animations for video production.

Graphic Designer 2021 - 2022
Arrowhead Advertising

- Developed creative advertising content for various media, including billboards, flyers, t-shirts, social media, and product packaging.

Technical Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Figma
- Webflow

Areas of Expertise

- Visual Design & Storytelling
- Copywriting
- Graphic Design
- UI Design
- Digital Media Production
- Illustration
- Photography

Education

B.S. in Advertising and English
Florida State University
2018-2022

Summa Cum Laude
4.0 GPA