



About Me

A dynamic and innovative professional with over 10 years experience in executing effective marketing strategies and developing creative solutions that have driven growth and engagement. With a strong commitment to meeting project deadlines and managing the creative process, I am adept at balancing creativity with strategic thinking, creating successful outcomes for each client I serve. My specialty is graphic design for marketing and advertising both in print and digital formats.

CHRISTY GOTCHER / GRAPHIC DESIGNER

www.christylynnndesign.com / christy@christylynnndesign.com / 480-363-6343

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Acrobat, LightRoom, After Effects

Email Marketing / Database

Campaigner, Zoho CRM

Microsoft Suite

Word, Excel, PowerPoint, Outlook OneNote, Teams

Video / Media Production

Camtasia, Canva

Website Builders

WIX, WordPress

Other

ChatGPT, Skype, Slack, Zoom

Education

Scottsdale Community College
Psychology Major / 2000 - 2002

Skills

Content Writing
Email Campaign Management
Social Media Campaigns
Website Design / Development
Video Creation & Editing
Branding Identity Packages
Print Collateral Pieces
Professional Illustration

Creative Director / Owner

 ChristyLynn Design - 10/08 to Present

Coordinate all aspects of running a small business from research and development to client acquisition. Produce all digital and physical advertising materials. Hire and collaborate with vendors for outsourcing of printing, SEO and other specialized services, which are tailored to each clients' specific needs.

Utilize design principles and software to produce impactful visuals and creative solutions. Create and develop marketing materials including video, websites, blogs, email and social media campaigns, promoting clients' products and services to their target audience, successfully driving growth and engagement.

Collaborate with clients to determine their marketing needs and goals, track and report analytics and KPI's via weekly planning meetings, in person and remote. Maintain and track all client project workflows, provide ongoing consulting and technical support when needed.

Senior Graphic Designer

 Global Fulfillment Services (GFS) - 9/04 to 10/08

Design and prepare documents for physical mail campaigns which communicate effective, on-brand messaging for mass market distribution of rebate fulfillment materials. Collaborate with sales teams to determine best practices, coordinate with corporate clients to strategize and push out large-scale rebate ad campaigns.

Junior Graphic Designer

 Arizona Science Center - 5/98 to 9/04

Entered organization as a guest services representative, promoted after one year to work on the in-house exhibit graphics team. Attend meetings collaborating with the team on all facets of exhibit graphics creation and installation processes. My responsibilities were primarily focused around creating graphics signage conveying concepts and messaging to allow for an educational, fun and engaging experience for science center guests.