

# Meredith Upchurch

## SENIOR GRAPHIC DESIGNER

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## WORK EXPERIENCE

### Campaigns by the numbers:

- **Titleist:** Played a key role on a design team producing integrated digital and print work that directly supported a 100% increase in investment in year one and a 257% increase in the following year.
- **Trane Technologies:** Generated 78K+ job applications in 5 months by leading design strategy for international hiring campaign targeting women across web, display and paid social.
- **Liberty Hardware:** Co-led design strategy for product campaigns, one of which resulted in 11.8 million total impressions, around \$40.5k in online sales and over 185k ad clicks, with a CTR of 1.7%.
- **Kohler:** Was one of two designers who led design strategy for display, search, video, web, blog, email, and social ads that resulted in 44% increase in lead volume year-over-year (YOY), 46% increase in sales YOY, and 20% decrease in cost-per-lead.

### Senior Graphic Designer, TriMark Digital

2021 - Present

- **Digital Execution Specialist:** Ideate and produce creative that spans across mediums including paid social ads, emails, website design, HTML5 display advertising and print ads while ensuring brand standards are met.
- **Brand Expertise:** Assist in leading design strategy for brands including Titleist, Liberty Hardware, KOHLER, Custom Patch Hats, Bojangles, Fink's and more.
- **Cross-Team Interaction:** Collaborate with Creative + Art Directors, Content Strategists, Account Leads and other internal teams to ensure client goals are carried out with careful thought and precision.
- **Industry Research:** Regularly staying up-to-date with industry trends as well as technology advancements by participating in creative meet-ups, attending conferences and sharpening skills with hands-on experimentation.
- **Design Communication:** Effectively present design concepts and strategic rationale to internal and client teams, clearly articulating how visual decisions support brand goals and objectives.

### Graphic Designer, TriMark Digital

2018 - 2021

- I created omni-channel campaign assets by combining creative problem-solving with data-driven insights, producing creative across print, social, email, and web. I collaborated closely with the design team to develop fresh ideas and stay current with industry trends, while using my design expertise to clearly communicate strategic decisions and provide meaningful feedback to creative and internal partners.

### Content Strategist, TriMark Digital

2015 - 2018

- I partnered with creative and client teams to craft messaging ranging from ad headlines to full website and blog content. I also supported video production by helping write scripts and conduct on-camera interviews, while managing month-long content calendars that aligned key events and promotions.

### Awards

- **TriMark Digital Producer of the Year, 2020**
- **TriMark Digital Associate of the Year, 2016**

## WORK EXPERIENCE CONTINUED

### Freelance Graphic Designer

2018 - Present

- Consult with clients on visual direction, branding and overall design strategy.
- Manage all steps of the design process, from the discovery call to the handing over of deliverables.
- Create high-quality visuals including logos, social ads, email graphics, website design, presentations, and packaging.
- Helping bring to life and enhancing over 30 brands across NC and beyond in B2B and B2C industries including; lifestyle, health and wellness, food and beverage, IT services and more.

### Volunteer Graphic Designer

2018 - Present

- Through [www.catchafire.com](http://www.catchafire.com), I've lent my graphic expertise to a variety of national and international non-profits consulting and creating graphics including print design, illustration, logo design, email design as well as other digital assets.
- Through my impact, I generated an estimated amount of \$20,432 in services.

## SKILLS

- **Creative:** Campaign design strategy, creative problem solving, photo direction & styling, brainstorming, managing multiple projects + deadlines, consistency, strong communication and storytelling, attention to detail, collaboration across departments
- **Technical:** Adobe CC (Illustrator, Photoshop, InDesign, After Effects), Figma, email & ad softwares (MailChimp, Constant Contact, Litmus, The Brief, Bee Email)
- **Multi-Channel:** Layout & print design, web page design, social media advertising, email design + development, 2D animation, illustration, photo editing, performance marketing design, AI tools
- **Brand:** Brand identity & strategy, brand creative storytelling, a/b testing
- **Photo/Video:** Product and soft-good styling, video editing

## EDUCATION

- **Meredith College, B.A. Mass Communication and Media Studies**

