



WORK EXPERIENCE

Present
- 2018

SENIOR ART DIRECTOR

at Rawle Murdy

Charleston, SC

Art directed & designed integrated, strategic advertising & marketing campaigns, as well as print collateral and web & mobile interfaces. Collaborated with account executives, copywriters and the strategy team to develop concepts and present to creative director and/or directly with clients. Directed illustrators, photographers, programmers and editors for outsourced projects.

- Successfully designed, directed, and implemented all facets of a branding project for the city of Winston-Salem, a +\$1M account, which included branding, advertisements, and a website.
- Directed photoshoots, videoshoots, and vendors in order to efficiently meet tight deadlines.

2012
- 2018

ART DIRECTOR

at Trio Solutions

Charleston, SC

Successfully art directed and designed all branding and graphic design projects from concept through completion. Worked closely with clients to create vision and build brands, while consistently meeting deadlines and requirements. Directed photoshoots, oversaw press inspections, and effectively motivated and led junior designers.

- Improved inter-departmental productivity by integrating a new project management software and establishing new internal procedural guidelines.
- Collaborated with developers and copywriters to deliver the redesigned company website.
- Conceptualized and directed a +\$400,000, 8-week campaign aimed at volunteer recruitment for Horry County Fire & Rescue that resulted in 5,800+ visitors and 200+ online applications.

2012
- 2012

JUNIOR ART DIRECTOR

at South Carolina Parks, Recreation & Tourism

Greenville, SC

Recruited directly by SCPRT to carry out the 2012 media plan and continued to direct the 2012 leisure campaign.

- Successfully continued to direct and implement all facets of SCPRT's 2012 leisure campaign.

2010
- 2012

GRAPHIC DESIGNER

at the bounce agency

Greenville, SC

Successfully managed and coordinated graphic design projects from concept through completion. Worked closely with the creative team to create vision and conceptualized designs, while consistently meeting deadlines. Created and conducted highly persuasive pitch presentations, TV commercials, website branding, as well as print and digital collateral.

- Developed the international South Carolina Parks, Recreation & Tourism's 2012 leisure campaign from concept to completion, including a +\$250,000 photoshoot and all collateral materials.
- Selected to be the leading Art Director for Belk TV commercials and oversaw concepts from storyboarding and on-set direction to completion.

2009
- 2010

GRAPHIC DESIGNER

at springboard eydo

Raleigh, NC

Maintained brand identity across multiple brands. Generated concepts and followed through to production. Collaborated with the creative team and conceived original designs ranging from logos to brochures, websites, emails, and digital media.

- Conceptualized, directed photoshoots, designed and oversaw press inspections for the 2010 "What Do You Need?" campaign for The Salvation Army of Wake County that included an annual report, newsletters, and event materials.
- Designed and developed two conference publications comprising of 300+ pages each.



EDUCATION

2005
- 2009

GRAPHIC DESIGN B.F.A.

at Auburn University, Cum Laude

Auburn, AL

2009

FRENCH LANGUAGE & LIBERAL ARTS PROGRAM

at Institut Catholique de Paris

Paris, France



alison best

+1 (919) 604-2280

s.alison.best@gmail.com

www.alisonbest.com

INTERESTS



DESIGN SKILLS

- Grid and Layout
- Good Sense for Typography
- Color Theory Knowledge
- Full Life Cycle Project Management
- Cutting-Edge Graphic Design
- Interface Design / UI
- Targeted E-mail Campaigns
- Newsletters / Brochures / Flyers
- Image Editing
- Logos and Identity Systems
- Staff, Vendor, and Media Relations
- Concept and Process-Driven
- Deadline Oriented
- Flexible Team Player

Adobe Photoshop	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe Acrobat	● ● ● ● ●
Sketch	● ● ● ● ●
MS Office	● ● ● ● ●
GSuite	● ● ● ● ●
HTML/CSS	● ● ● ● ●

AWARDS

- 2016 SPARK! Award
Best Outdoor Signage
- 2015 SPARK! Award
Best Commercial Photography
- 2016 SPARK! Finalist
Best Logo Design
- 2014 SPARK! Award
Best Integrated Campaign