



MARLENA SIGMAN

EDUCATION

Auburn University / Auburn, AL
BFA in Graphic Design
Business Minor
Printmaking Concentration
GPA: 3.61 / 4.0, cum laude

SKILLS

PERSONAL

Dedicated and reliable
Self-managing
Goal-oriented
Creative and disciplined
Organized and flexible
Finds innovative solutions to challenges
Attentive to detail and committed to process

COMPUTER

InDesign
Illustrator
Photoshop
Squarespace
Squareup
Mail Chimp
Word
Excel
Powerpoint
Able to quickly learn new software

WORK EXPERIENCE

OLIVER HOOPER EVENTS & PAPER / GREENVILLE, SC

Art Director & Graphic Designer / March 2018–Present

Develop, craft, and shepherd all artistic components of Oliver Hooper Paper. Create original art—digitally or traditionally—for all products, including retail goods, paper suites for custom events, and bespoke packages for corporate clients. Design and manage website and e-commerce marketing strategies. Collaborate with wholesale vendors and makers to meet client needs. Manage schedule, budget, and communications for all paper production and gift projects.

CRAWFORD STRATEGY / GREENVILLE, SC

Art Director / December 2015–February 2018

Developed thoughtful multi-media solutions, established and maintained brand standards, and provided design solutions in fast-paced work environment.

Graphic Designer / May 2013–December 2015

Worked closely with a copywriter, a creative director, and account executives to develop thoughtful solutions, maintain brand standards, and design campaigns for clients.

CERTUSBANK / GREENVILLE, SC

Graphic Designer / July 2012–April 2013

Established corporate stylistic direction. Brainstormed new campaigns, established brand standards, and developed collateral pieces.

SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION, AND TOURISM / GREENVILLE, SC

Graphic Designer / February 2012–July 2012

Worked with a transition team to implement the South Carolina Department of Parks, Recreation, and Tourism's (SCPRT) 2012 media plan.

THE BOUNCE AGENCY / GREENVILLE, SC

Graphic Designer / March 2010–January 2012

Established and maintained conceptual and stylistic direction for a wide range of projects. Worked with a team to brainstorm, storyboard, and design campaigns for print, multi-page publications, environmental, television spots, and digital placements.

AWARDS

Silver Wing Award / SCPRSA Mercury Awards / 2016

Media Advisory Water Bottle for United Community Bank Ice on Main Opening Ceremonies

Gold MarCom / Strategic Branding / 2014

Strategic Branding for Carolina Youth Symphony

Gold MarCom / Infographic / 2014

Infographic for Ice on Main

Gold Addy / AAF Greenville / 2011

Public Service Non-Traditional for the Greenville Literacy Association; Elevator Installation

Gold Addy / AAF Greenville / 2011

Public Service Campaign for the Greenville Literacy Association; Illusions

Silver Addy / AAF Greenville / 2013

Broadcast for SCPRT; Come, Out and Play!

Silver Addy / AAF Greenville / 2011

Interactive Banners/Pop-Ups for SCPRT; Made for Curtains