



PORTFOLIO · 2022

Biography

Detail oriented Marketing Director with over 15 years of experience who engages in multi tasking of graphic design, print production, photography, B2B marketing, corporate web design. Possesses hands-on knowledge of international product promotion, experience with creating, customizing, and maintaining web sites, graphics, videos, and layout editing design applications. Exercises best practices of graphic design, web design and brand consistency to create successful print, web and marketing materials. Flourishes in a fast-paced setting and has a strong urgency to meet deadlines. Core competencies include:

Graphic Design and Print Production • Web Design • Brand Identity • Marketing Strategies • Photography • Product Education Materials • Online Marketing through Social Media, SEO, Websites, Google Adwords, and Email • Trade Show Organization

Education

Master of Applied Science in Information and Communications Technology concentrating in Web Design.
University of Denver • Denver, CO • Graduated in 2015

Bachelor of Science in Graphic Design The Art Institute • Pittsburgh, PA • Graduated in 2010

Technical Skills

Microsoft Office • Photoshop • Illustrator • InDesign • Dreamweaver • Premiere Pro • MailChimp • WordPress.org • HTML • CSS • PHP • E-Commerce • Photography • Print Production • Instagram • YouTube • Facebook • Google Analytics

Current Professional Experience

Pyrocrafters, LLC. • Prattville, AL 2016 - Present

Aney stoked her passion for visual expression by creating unique wood-burned art pieces, founding Pyrocrafters in 2016. With more than 10 years working with creative mediums, she brings new life to all of her inspired pieces. What makes her tick? She likes encouraging others to unlock their creative spirits, the same spirit that fuels all of her artistic endeavors. She's 1-part entrepreneur, 2-parts skilled artist and all creative.

Owner and Founder

Burn and sell new art pieces, maintain brand identity through web, social media and art pieces. Make connections and gain sponsorship and affiliates. Aney has built a following of over 100,000 across several social media platforms including: Instagram, YouTube, Pinterest and TikTok.

Aney is a published author of the how-to book, Drawing with Fire, A Beginners Guide to Wood Burning.

- Maintained all Social Media Platforms through Video Editing, Product Photography and Written Content
- Designed all Graphic Materials including: Website, Brochures, Ads, Logos and Imagery
- Generated a successful Lead Magnet to Gain Email Subscribers all Email Lists totaling 5000+ subscribers
- Built and Maintains Pyrocrafters Websites using Wordpress.Org CMS Platform with over 15,000 Monthly Visits
- Photographed and Photoshopped all Product Photography for Web and Social Media
- Maintains a Successful and Engaged YouTube Channel by using Adobe Premiere Pro to Film, Edit, and Load Weekly Content
- Build Connections with Brands and other Artists through Collaborations on Social Media

Previous Professional Experience

Caddell Construction • Montgomery, AL 2017 – 2019

An industry leader in aquaculture and sustainable, organic water treatment solutions for global aquaculture farming and personal pond management.

Graphic Designer/Publishing Coordinator

Oversaw the creative development process through to final deliverable, worked collaboratively with creative partners in the Proposal Development Group and other departments/offices. Responsible for the overall layout and production design for proposals, brochures, magazines, and corporate reports.

- Provided graphics and content to support proposal effort to gain new work
- Designed covers and graphics for proposals and to support internal corporate needs, i.e. Safety manual, QC manual, Human Resources
- Photographed Onsite Construction and maintained an organized library of approved photography for future use
- Edited and expounds content as appropriate to enhance the quality of proposals
- Lead development of graphic layout and content of corporate newsletter
- Maintained and organized network library of approved content
- Assisted in the drafting press releases as requested
- Assisted the Director of Proposal Development in capturing end-of-project information to be used in proposals, interviews, testimonials, videos
- Developed presentations as requested for corporate social events
- Worked with Proposals Group to maintain project database records

Keeton Industries, Inc. • Wellington, CO 2013 – 2017

An industry leader in aquaculture and sustainable, organic water treatment solutions for global aquaculture farming and personal pond management.

Marketing Director

Created new brand identities, marketing strategies and materials for promoting aquaculture probiotics and pond management in national and international markets. Successfully increased sales by 15% each year and increased the online conversion and presence.

 Created Marketing Initiatives and Strategies including: Branding, Campaigns, Budgeting, Graphics and Websites

- Designed all Graphic Materials including: Trade Show Banners, Catalogs, Brochures, Ads, Logos and Labels
- Generated all Social Media Content including: Facebook, Instagram, LinkedIn, Twitter, Blog, and Email
- Built and Managed all Websites using Wordpress.Org CMS Platform
- Photographed and Photoshopped all product and on-site Photography Internationally and Nationally
- Organized and Executed International and National Trade Show Events

Animal Health International • Greeley, CO 2011 – 2013

AHI leads in agriculture product distribution with over 1500 locations in the United States and offers animal health products and supplies for beef, cow/calf, dairy, feed lot, poultry, swine, sheep/goat, and exotic/other animal producers.

Graphic Designer

Worked with the Private Brand Marketing Manager to create all graphics and marketing materials for AHI's private brands. Successfully re-branded two private labels with an updated brand strategy.

- Designed and Branded Aspen Veterinary Resources Brand and First Companion Brand
- Created Graphics for Private Label Marketing Materials including: Brochures, Flyers, Catalogs, Articles, Spec Sheets, Email Blasts, Newsletters, and Sales Promotions
- Collaborated with a creative team on multiple projects for the corporate brand including: Brochures, Flyers, and Sales Promotions

Catalog Layout

Keeton Industries Aquaculture Catalog Layout

Create a catalog that coordinates with the Aquaculture Division brand message of probiotic transparency.

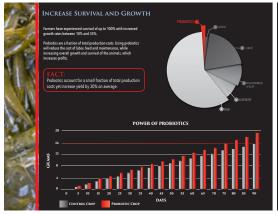
The graphic images on the cover are printed in a UV Varnish that adds a reflective contrast to the semi-matte cover.

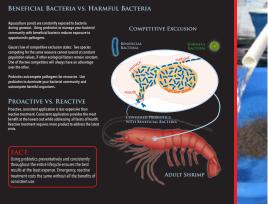
The inside pages illustrate the benefits of using probiotics in shrimp and fish farming by highlighting case study information gathered by current customers using the Keeton probiotics.

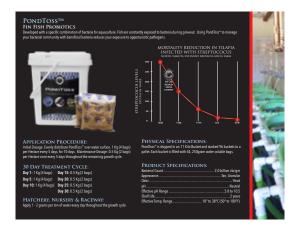
The graphics, charts, copy and photography is all carefully placed to tell the story of how probiotics will increase profits and reduce costs for aquaculture farmers.



Catalog Cover







Inside Pages

Keeton Industries Pond and Lake Catalog Layout

Create a catalog that coordinates with the Pond and Lake Division brand message of high quality, top brand products.

The water molecule graphics on the cover are printed in a UV Varnish that adds a reflective contrast to the semi-matte cover.

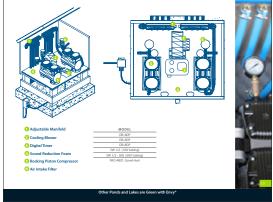
The inside pages illustrate the technical aspects of the Keeton aeration and bacterial products by highlighting their features. Keeton's aeration products are the highest quality on the market, therefore the catalog must reflect the quality of what customers can expect from the products.

The graphics, charts, copy and photography is all carefully chosen to show a close up look into the detail and quality of Keeton products.



Catalog Cover







Inside Pages

Branding

SoilOX

The assignment. Create a brand identity for an agriculture probiotic called SoilOX for Keeton Industries based in Colorado.

The Development

Today's target demographic for this product have an average age of 57, however, I knew this product would need to stand the test of time and reach the younger group that would be coming in to the market in the next ten years.

Sketching began and at first, I felt the designs were too cartoon like. They didn't represent the strength a name like SoilOX should have.

The Solution

The final logo was the perfect solution. The name is combined into the look of the oxen and the western font ties into putting oxen to work. The enhancement of the word OX, places the emphasis on the strength in the name and further illustrates how the ox does the work for the farmer.









Final Logo



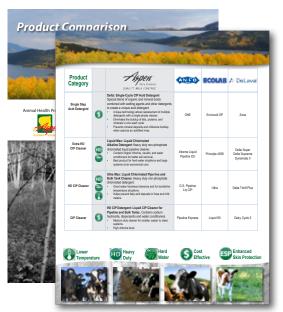
Product Label



Trade Show Banner

Aspen Brand

The Aspen Veterinary Resources brand is an private label brand for Animal Health International. Our goal was to represent Colorado and an authentic agriculture message from dairy cow operations to veterinary medicine.



Product Comparison Chart

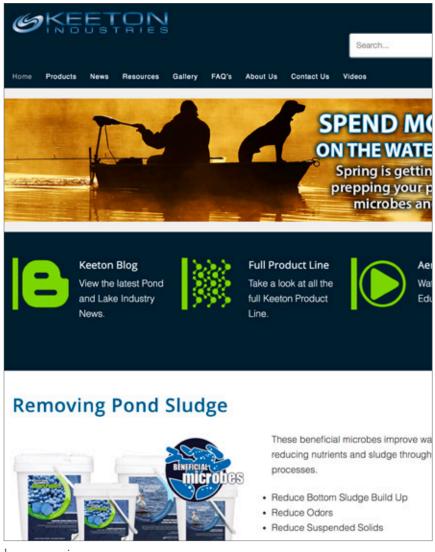


Product Brochure



Trade Show Banners

Web Design



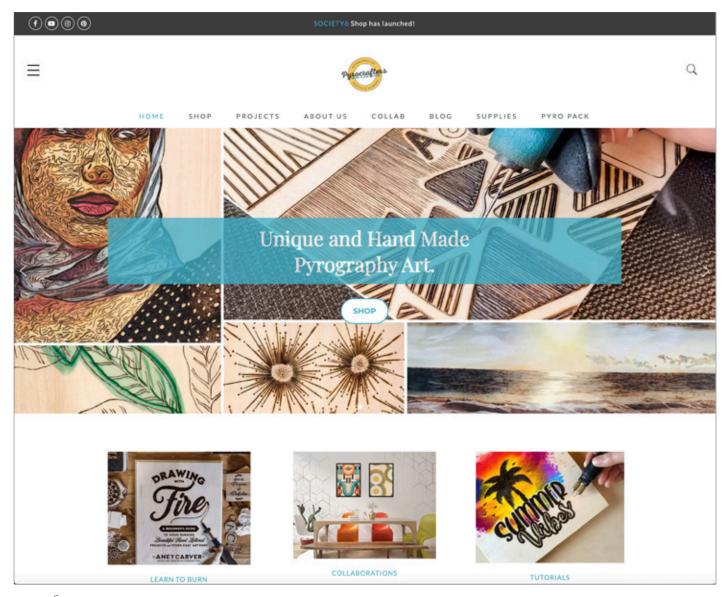
keetonaquatics.com



keetonaqua.com



soilox.com



pyrocrafters.com

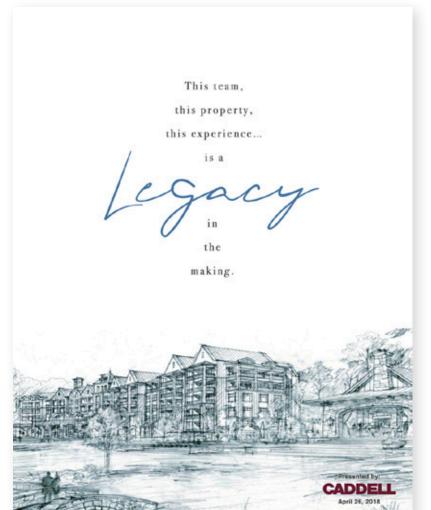
Proposal Cover Design

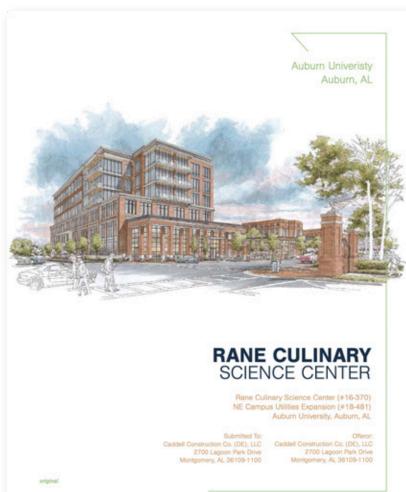
Caddell Construction

All proposals submitted for jobs were carefully designed and created with custom graphics to fit the subject matter.









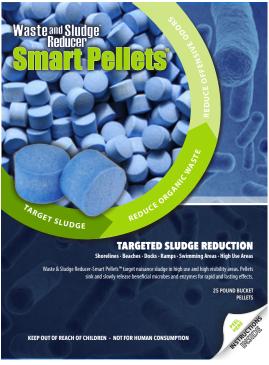
CADDELL

Label Design

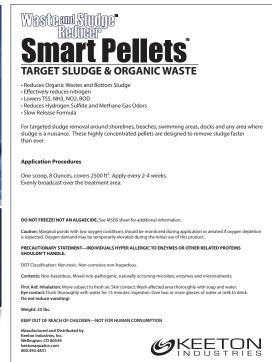
Keeton Pond and Lake Labels

The Keeton Pond and Lake Labels cover the buckets of beneficial bacteria. These labels were designed to show case each bacteria's features from sludge reduction to improving water clarity.

Each label has a peel away cover which hides the label instructions and leaves the front facing label as a full canvas for an appealing product design.



Front Label











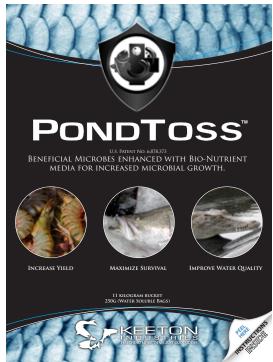
Keeton Aquaculture Labels

The Keeton Aquaculture Labels cover the buckets of probiotics. These labels have varying designs from Keeton's own label to the private labels, while still keeping the integrity of the brand design.

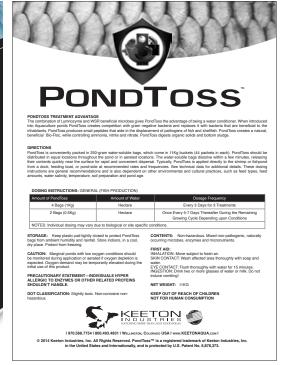
PondToss[™] and D3[™] are Keeton's labels which have a specific design on the front and inside cover.

FisheryPrime[™] and WSR[™] were designed specifically with the India aquaculture market in mind which is largely a fish farming market. The design is similar, yet set apart from Keeton. Each India label also has a "Made in the USA" graphic.

Each label has a peel away cover which hides the label instructions and leaves the front facing label as a full canvas for an appealing product design.



Front Label



Inside Label







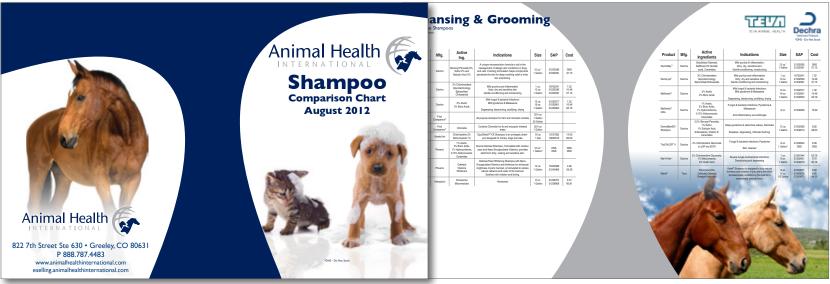
Flyers and Brochures

SunTech Drive Brochures

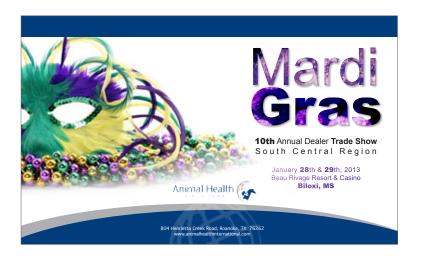


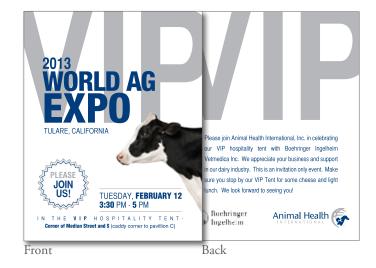


Animal Health International Promotions



Front Back

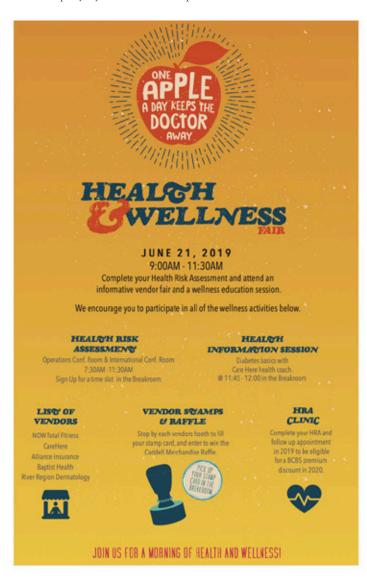


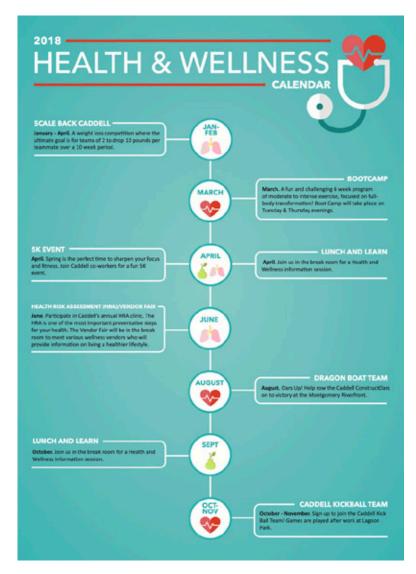


Flyers and Brochures

Caddell Company Flyers

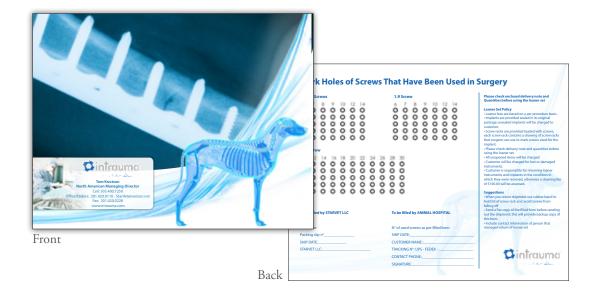
The company flyers were used to promote activites and resources within the company.





InTrauma Product Promotions

These InTrauma cards were created for the InTrauma reps to present to the Veterinarians at varying conferences as perks and features of doing business with InTrauma.



Keeton Industries Product Promotions

The shipping insert flyers created for Keeton Industries are used as inserts in shipments. The flyers are cross promotional tools used to inform customers of new products, promotions and seasonal deals.





Logo Design

Freelance Logos

Pyrocrafters

A wood art company that creates wood burned artwork, plaques and home furnishings.





Business Card

Fire Watch

A catering service specializing in smoking various meats. The name is based on the owners experience in the marines.







Business Card

Keeton Industries Product Logos

Waste and Sludge Reducer

A probiotic bacteria that reduces sludge build up in ponds.



Fishery Prime

A probiotic product created to increase survival in fish farming.



D3

A diatom promoter product used three times before stocking shrimp ponds.



SoilOX

A probiotic product used on soil before planting crops that increase immunity and promotes growth.



Caddell Division Logo

IT

The IT team wanted a logo separate, but inclusive with the company. The goal was to promote IT and rebrand the team as a positive and useful resource.



Animal Health International Division Logos

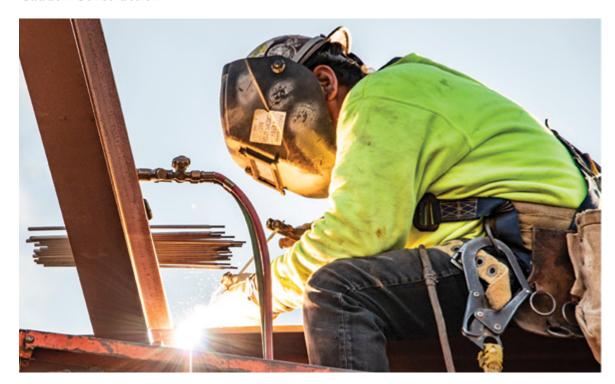
Profit Builder

The profit builder logo is a tool used by the private label team to boost sales and promote the private label.



Photography

Caddell Construction











Caddell Construction



Construction Site Beams

Photography

Keeton Industries Product Images



Inside the KR Series Aeration Unit



Remote Manifold to Aeration Systems



Solar Aeration System

Keeton Industries On site Images









Photography

XMark Fitness Product Images







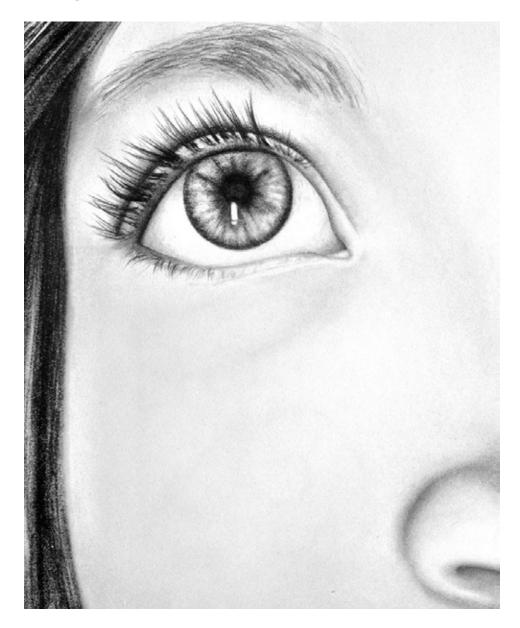






Artwork

Drawings







Pyrography







