



1224 County RD 57  
Prattville, AL. 36067  
318-210-8556  
[aney@aneycarver.com](mailto:aney@aneycarver.com)

Detail oriented Graphic and Web Specialist with 16 years of experience. Multifaceted in photography, graphic design, web design and B2B marketing.

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.

**Core competencies include:**

Graphic Design  
Adobe Creative Suite  
Photoshop · Illustrator  
InDesign · Premiere Pro  
After Effects · Acrobat  
Layout Design · Branding  
Video Production · Editing  
Photography · Typography

Web Design  
CSS · HTML · WordPress  
SEO · Blogging

Marketing Strategies  
Social Media Management  
Email Marketing · MailChimp  
Trade Show Organization

## Professional Experience

**Kuvare · Rosemont, IL · September 2022 – Present**

### Graphic Designer

Responsible for creating visually appealing and effective designs across various media, including digital platforms, print materials, and branding. Collaborated with marketing team to ensure that design elements effectively communicate the intended message and align with the brand identity.

**Responsibilities Include:**

- **Print Graphics:** Designed a variety of print materials, including brochures, flyers, posters, and banners. Utilized strong typography, color theory, and layout skills to produce high-quality, eye-catching print collateral.
- **Company Branding:** Played a key role in implementing and evolving the company's new brand identity. Follow new brand guidelines and created branding materials to ensure a consistent and professional image across all platforms and mediums.
- **PowerPoint Presentations:** Designed visually compelling and professional PowerPoint presentations that effectively communicated key messages to diverse audiences. Ensured consistency with corporate branding and enhanced presentations with advanced animations and transitions.
- **Website Design:** Created user-friendly and visually appealing website layouts, wireframes, and prototypes. Collaborated with marketing team to ensure seamless integration of design elements, improving overall user experience and site functionality.
- **Video Editing:** Edited and produced engaging video content for various platforms, including promotional videos, tutorials, and internal communications. Applied creative techniques in video editing, including motion graphics and special effects.
- **Email Graphics:** Developed visually appealing email templates and graphics that enhanced email marketing campaigns. Ensured designs were responsive and optimized for different devices and email clients.
- **Collaboration and Project Management:** Worked closely with project manager and marketing team to understand project requirements and deliver high-quality design solutions on time. Managed multiple projects simultaneously, ensuring deadlines and objectives were met.

**Pyrocrafter's · Prattville, AL · June 2016 – Present**

### Owner/Webmaster/Graphic Designer

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

**Responsibilities Include:**

- 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 Pyrocrafter's 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 using Adobe Premiere Pro to Film, Edit, and Load Weekly Content
- Build Connections with Brands and other Artists through Collaborations on Social Media

### Caddell Construction

**Montgomery, AL · April 2017 – Dec 2019**

### Publishing Coordinator/Graphic Designer

**Responsibilities Include:**

- 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



**A N E Y C A R V E R**

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### Accolades

Author, [\*Step by Step Pyrography for Beginners\*](#)  
Published in December of 2022  
Publisher: Callisto Media

Author, [\*Drawing with Fire\*](#)  
Published in March of 2020  
Publisher: Page Street Publishing

Featured Artist on [Insider Art](#)  
Featured Artist on [Lettering Daily](#)

Award Winning Pyrography in  
the 2018 Prattville Art Guild Fall  
Art Show

**Social Media - Pyrocrafters**  
[YouTube](#) - 50K

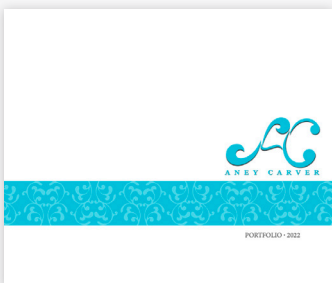
[Instagram](#) - 68K

[TikTok](#) - 24K

[Pinterest](#) - 45K

[Website](#) - 15K/month

### Portfolio Link



- 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

#### Marketing Director

##### Responsibilities Include:

- Coordinated all marketing activities with the company owner and sales team in order to develop a successful marketing function within the company.
- Developed all Marketing Initiatives and Strategies including: Branding, Campaigns, Budgeting, Graphics and Websites
- Designed all Graphic Materials including: Presentations, Infographics, Publications, 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 edited all product photos and on-site photos at Internationally and Nationally
- Videoed on site Installations and edited all videography for digital marketing
- Supervised and Executed International and National Trade Show Events

### Animal Health International · Greeley, CO · 2011 – 2013

#### Graphic Designer

##### Responsibilities Included:

- 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

### Bayou Fitness · Shreveport, LA · 2009 – 2011

#### Web and Graphic Designer

Worked closely with the creative team to maintain all marketing channels via web and print. Successfully designed and implemented a new brand identity, XMark, with the company owner and creative team.

### Education

**Master of Applied Science** in Information and Communications Technology  
concentrating in Web Design.

University of Denver · Denver, CO · 2015

**Bachelor of Science** in Graphic Design

The Art Institute · Pittsburgh, PA · 2010