

# MICHELLE POIRIER

DESIGNER, CREATIVE PROFESSIONAL

## ABOUT ME

Highly skilled designer with 7+ years of experience in digital and print marketing. Comfortable working in a fast-paced environment while ensuring the execution of high quality deliverables on time. I am skilled at transforming insights, data, and early concepts into compelling creative content, with proven experience supporting C-suite leaders through polished decks, presentations, one-pagers and sell sheets. Detail-oriented, highly organized, and collaborative, bringing energy and reliability to every team.

## CONTACT

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📍 Upstate NY

## SKILLS

- PS, INDD, AI, LR
- Office Suite
- Sketch, Figma
- Jitter
- Stripo, HubSpot
- Wix, Squarespace
- Handlettering & Illustration
- Photography

## EDUCATION

### A.S. VISUAL COMM ARTS

*SUNY Broome, 2017*

### B.S. CIVIL ENGINEERING

*Rochester Institute of Technology, 2013*

## WORK EXPERIENCE

### SENIOR DESIGNER

*Freelance | Current*

- Efficiently collaborate with the various clients and stakeholders to create emails, websites, social media and other marketing collateral that drive sales and engagement.
- Work within various brand guidelines and design systems from project brief to final delivery, revising design ideas and solutions to fit each specific client's desired outcome.

### SENIOR DESIGNER

*linqd. | February 2023 - September 2024*

- Partner with copy team to ensure optimal creative and messaging hierarchy which supported creative objectives, brand affinity and drove target audience response
- Develop visually compelling digital creative assets that help drive brand objectives, while staying true to already established brand guidelines
- Collaborate with the account team and clients to develop compelling campaign strategies which will resonate with our audience and result in desired action
- Concept, iterate and execute a fresh new brand for linqd., including name, logo, website, case studies, deck and social media

### CREATIVE STRATEGIST

*Connexio Digital | August 2022 - February 2023*

- Efficiently collaborate with the Creative Director, clients and account teams to develop effective strategies while still having boots on the ground in the creation and design of collateral
- Brainstorm with CEO and peers to create a compelling brand identity and related brand guidelines, assets, graphics and templates
- Manage freelance resources and provide them with constructive feedback and creative direction
- Thrive within a small startup environment and be agile in daily responsibilities, willing to jump in on any tasks needed

### GRAPHIC DESIGNER, CREATIVE STRATEGIST

*MMC | February 2018 - August 2022*

- Manage, inspire and train creative team members as they create assets and navigate through issues that arise, making sure design goals are aligned with clients
- Create visuals which generate audience response and create resonance for the brand(s) through all creative outputs
- Act as a client resource and provide solutions for strategic and design-related issues
- Set the quality bar within the team and ensure that all creative assets meet or exceed standard