



Stacy
MORSE

PHONE

(661) 858-4262

EMAIL

stacye786@gmail.com

stacy@ginomaicreative.com

ADDRESS

1658 Jakes Fork Rd
Vansant, VA 24656

PORTFOLIO

GinomaiCreative.com

CONNECT WITH ME

f @smorse710
i @smorse710
in @stacymorse

POSITIONS OF INTEREST

Graphic Designer, Visual Designer

DESIRED SALARY

\$75,000/yr

EMPLOYMENT TYPE DESIRED

Full Time, Remote

Greetings Potential Employer or Client,

Thank you for your consideration and taking the time to review my qualifications. I have been working as a freelance graphic and website designer since 2013 and have a vast amount of experience in team collaboration, brand identity design, and visual communication design. I have also worked in advertising, sales, publishing, and commercial printing alongside some highly educated and talented people. These experiences have taught me a lot about design, marketing, sales, body language, and networking, all of which have aided in the development of my career and design skills. I have designed a wide range of both print and digital assets for clients located all over the United States in many industries including political, retail, energy, and non-profit.

I am a creative problem-solver and like to look at the bigger picture when approaching a challenge, which is part of why I love working in graphic design. I take pride in my work ethic and attention to detail. I am proficient in the Adobe Creative Suite of products including Illustrator, InDesign, and Photoshop. Though I have many years of real-world experience in graphic design, I recently returned to school to obtain my bachelor's degree in graphic design, where I am maintaining a 3.7+ GPA and anticipate graduating within the next few months. Additionally, I have obtained multiple certifications through AIGA for Client Relations, and numerous design-related certificates through LinkedIn Learning.

I am a mother of two wonderful boys, 20 and 10. I'm originally from California, where I lived for over 30 years before recently relocating to Vansant, VA. I love animals and prior to my career in design I spent nearly a decade working as a Veterinary Technician. I also have a passion for photography and love to travel and photograph beautiful landscapes, historic and abandoned places, and unique items. I love all things science and enjoy learning how things work. I am always asking questions and digging for deeper answers. I have a genuine interest in broadening my knowledge and I enjoy learning. I also welcome and appreciate constructive criticism and feedback because it encourages me to evaluate and make improvements.

Though I have been successfully self-employed for over a decade, I am looking for a change to provide more structure to my work hours and finances. I'd like to find employment where I can still dedicate myself with the same passion and creativity while helping someone else have a successful business. I would like to work for a company where I can make more of an impact with my work, and I desire to work on a global level. I also have a passion for brand identity projects and understand the importance of cohesive and consistent brand presentation. While my desired salary and employment type is listed above, I am open to negotiation if the right opportunity presents itself. I would love the opportunity to connect with you for an interview where I can share further information about my qualifications and experience and answer any additional questions you may have.

Thank you for your time and consideration,

Stacy Morse



STACY E. MORSE

Graphic Designer



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SKILLS

- Graphic Design
- Website Design
- Logo Design
- Brand Identity
- Brand Development
- Color Theory
- Typography
- UX/UI Design
- Print Design
- Digital Design
- Visual Design
- Publication Layout
- Data Visualization
- Basic HTML & CSS
- Client Management
- Market Research
- Project Management
- Accounting
- Business Management

SUMMARY

I have been self-employed as a graphic designer and website designer for the last 12 years with prior experience in marketing, management, commercial printing, and sales. I have primarily been retained by public relations agencies and marketing firms in a remote capacity to design a wide range of both print and digital assets for clients located all over the United States and in various industries including political, retail, energy, and non-profit. I am dedicated to my career and take great pride in my work. I am a creative problem solver, value constructive criticism, and enjoy learning new information and skills. I am currently working towards fluency in reading, speaking, and writing both Spanish and Russian so I can work with a wider range of clients and industries globally. My career goals are to find a reputable organization where I can further develop my graphic design career while contributing to the growth and success of the organization.

EDUCATION

Bachelor of Arts | Graphic Design and Media Arts 2023 - Current

Southern New Hampshire University | Manchester, NH.

GPA 3.785

General Education Diploma 2005

Bakersfield Adult School | Bakersfield, Ca.

CERTIFICATIONS

AIGA Client Relations Certification 2024

- A Manager's Guide to Superior Customer Service
- Effective Public Speaking
- Communicating Collaboratively
- Effectively Managing Project Stakeholders
- Effective Business Writing
- Introduction to Negotiations
- Networking for Success

WORK EXPERIENCE

Owner / Graphic Designer / Website Designer 2013 - Current

Ginomai Creative, LLC | Vansant, VA

- Project Management
- Client Management
- Digital & Print Graphic Design
- Website Design
- UX/UI Design
- Data Visualization
- Market Research
- Brand Development
- Subcontractor Management
- Accounting (Payable/Receivable)
- Customer Service
- Print Quoting & Ordering
- Networking
- Business Management

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Photoshop
- Adobe Acrobat
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Apple Pages
- Apple Keynote
- Apple Numbers
- Quickbooks
- Sales Force
- Asana
- WordPress
- Visual Studio Code

VOLUNTEERING & ORGANIZATIONS

American Cancer Society Valley of Hope Gala

Graphic Designer &
Event Volunteer
2018 - 2021

American Cancer Society Valley of Hope Gala

Event Co-Chair
2019 - 2021

Olivia's Heart Project

Marketing & Events Coordinator
2012 - 2015

BNI Preferred Business

Member
2014

City Clerk / Tax Collector 2021 - 2022

City of Lanagan | Lanagan, MO

- Secretary to the Mayor
- Payroll
- Accounting (Payable/Receivable)
- Office Management
- Minutes Recording
- Utility Customer Management
- Notary Services
- City Record Management
- Tax Preparation
- Ordinance Preparation
- Tax Collection
- Municipal Code Book Management
- Agenda Preparation
- Cemetery Plot Management
- Budget Preparation
- State/Federal Form Filing
- Grant Prep & Reporting
- Natural Disaster Relief Coordination
- Emergency Planning
- Building Code Violation Letters & Citations
- Personal & Property Tax Management

Account Executive / Graphic Designer 2018 - 2019

Marketing & Event Coordinator 2009 - 2012

Solstice Green Directory | San Luis Obispo, CA

- Client Management
- Cold Calling
- Print & Web Advertising Sales
- Lead Generation
- Networking
- Print Ad Design
- Client Payment Management
- Client Retention
- Contract Preparation & Mgmt
- Customer Service
- Assist Publication Editing/Proofing
- Negotiating
- Directory Listing Formatting
- Appointment Setting
- Market Research
- Performance Reports
- Event Planning & Preparation
- Vendor Coordination
- Event Hosting & Management
- Sales Staff Management & Training
- Fundraising

Account Executive 2013 - 2015

Sierra Printers, Inc. | Bakersfield, CA

- Client Management
- Cold Calling
- Commercial Printing Sales
- Lead Generation
- Networking
- Client Retention
- Customer Service
- Negotiating
- Contract Preparation & Mgmt
- Project Management
- File Management
- Graphic Design

Account Executive 2012

Bakersfield Home Magazine | Bakersfield, CA

- Client Management
- Cold Calling
- Print & Web Advertising Sales
- Lead Generation
- Networking
- Client Payment Management
- Contract Preparation & Mgmt
- Appointment Setting
- Assist Publication Editing/Proofing
- Client Retention
- Customer Service
- Performance Reports
- Market Research
- Negotiating

Senior Project Coordinator 2006 - 2007

FedEx Kinko's | Bakersfield, CA

- Customer Service
- Print Project Management
- Digital & Print Design
- Employee Management
- Payment Processing
- Cash Handling
- Business Management
- Vendor Management
- Inventory Management
- Print Quoting & Ordering
- Employee Training
- Printer Maintenance
- Order Scheduling
- Project Outsourcing Management
- FedEx Shipment Packaging
- Digital Print Production
- Print Finishing
- FedEx Shipment Processing