




# ALAN CARTER


Digital & Print Designer

## INFO

 (803) 229-0571

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## SOCIAL

 [www.linkedin.com/in/alan-carter2020](http://www.linkedin.com/in/alan-carter2020)

 [alan.carterbehance.com](http://alan.carterbehance.com)

 @carters.visuals

## REFERENCES

 **Kat Davis**  
*Associate Vice President for Strategic Communications*  
843.857.4213  
kdavis@coker.edu

 **Eddie Savage**  
*VP of Operations, Dynamic Brands*  
843.622.5594  
esavage@dynamicbrands.com

 **Myles Grimm**  
*Creative Director - Digital, Jackson Marketing*  
864.414.5454  
myles.grimm@jacksonmg.com


## EDUCATION


 2015-2017 **CENTRAL CAROLINA TECHNICAL COLLEGE**, Camden, SC  
Associates in Arts, concentrating on core classes.


 2018-2020 **COKER UNIVERSITY**, Hartsville, SC  
Bachelors Degree in the Arts, with a concentration in Graphic Design.

## EXPERIENCE


 2020 **VICTIS HEALTH**, Student Employee, Irmo, SC  
Responsible for the selection of images, taglines and editing of the content on socials with a focus on inclusivity.

 2021-2022 **DYNAMIC BRANDS**, Graphic Artist, Pageland, SC  
Responsible for the creation and editing of their golf product mock ups such as towels, umbrellas, bags. Prepped files for the production house.

 2022-2023 **COKER UNIVERSITY**, Graphic Designer, Hartsville, SC  
Responsible for the updating/creating web pages for Coker.edu. Created marketing material across campus for several departments, events, social media pages. Wrote and published press releases, blog posts, social media posts. Coordinated event planning, including the set up of stage, sound equipment, and live streaming software.


 2023-2026 **JACKSON MARKETING**, Graphic Designer, Simpsonville, SC  
Responsible for the creation of presentations, infographics, social media assets, eBlasts, landing pages, interactive training modules, web interfaces, digital banner ads and native ad imagery.


## SKILLS

 **COMPUTER SOFTWARE**  
Proficient in InDesign, Illustrator, Photoshop, After Effects, Adobe XD, Corel Draw, InVSION, Webflow, Articulate 360, Microsoft suite (Powerpoint, Word, etc.), Wordpress, Hubspot, Hootsuite, Marq, PC & Mac OS.

 **FINE ART/GENERAL ART**  
Drawing in charcoal, ink, graphite, 2D/3D design and photography.

## Notable Projects

 2020 **COLLEGIATE ADVERTISING AWARDS - GOLD**  
Entry Name: Fall 2022 Billboards  
Group: School 1,001 - 2,000 students  
Category: Billboard Design - Series

 2023-2024 **COLONIAL CUP 2024**  
Helped revive the Colonial Cup through a refreshed marketing campaign across materials such as posters, mailing cards, magazine pages.