



## EDUCATION

**Bachelors** Degree Graphic Design Eastern Kentucky University 2005



# WILLIS JUSTICE

Experienced Graphic Designer and Email Marketer

## PROFILE

1TA

Highly professional individual with extensive experience in graphic design and email marketing. Expert mastery of Adobe Creative Cloud and a substantial background coding in HTML, CSS, and Bootstrap. Industry expertise allows me to craft, deploy, measure, and optimize digital campaigns that drive awareness and quality traffic to your brand, product or service.

## EXPERIENCE

#### Branding Architect, What If Media Group

#### 2017 - 2020

- Email Campaign Design: Promotional, Triggered, Transactional
- Digital Media Design: Email, Website, Social Media
- Email Template Design: HTML, CSS, Responsive, Graphics
- Landing Page Design: HTML, CSS, Bootstrap, Java
- Delivery Management: Postmaster Tools, Chartio
- Domain Management: Forwarding, Whols, DNS
- Troubleshooting: Delivery, Segmentation, Template, Content
- Brand Management: Logos, Typography, Guide Standards
- Social Media Ads: Facebook, Instagram, Snapchat
- Team Training: Adobe CC, Email Best Practices, Design
- ADA Compliance: Website, Landing Pages, Email

#### IT Help Desk, Valvoline

- Hardware/Software Troubleshooting
  New Store Setups

  - Product Management

## Senior Graphic Designer, Feeback Printing

Client Account Manager

User ID Management

- Social Media Management

## **Professor of Graphic Designer**, ITT Technical Institute 2009 – 2011

- Taught Adobe Creative Suite
- Graded Assignments
- Class Curriculum Management

# AWARDS

Teamwork Core Value Award, What If Media Group Going The Extra Mile Award, Valvoline Teamwork Award, Valvoline

20|4 - 20|7

- 2005 2014
- Website Developer
- Email Administrator
- Created Assignments

2018 2017

2015