

Lim Marshall

Senior Art Director | UX/UI Design | Graphic Artist | Photographer

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📍 Santa Clarita, CA

📞 404.735.0530



Over 15 years of experience as a creative leader, guiding force and idea generator on national brands and multi-million dollar accounts, including AT&T, Epsilon, RGI Solutions, Toyota and more. Skilled at honing in on the brand essence of products to craft branding, promotional and direct response campaigns, drive traffic and deliver high conversions across all media platforms. With my creative vision, I have created stunning marketing campaigns and award-winning design content.

PROFILE

Art Director/Graphic Artist seeking a leadership or design role as a creative strategist, concept developer, content specialist and brand builder. Expertise in automotive, financial, and health insurance creative industry. Thorough knowledge of direct marketing, email, digital, social media, print, broadcast & branding. Expert at developing creative concepts with a single voice for multi-channel campaigns. An advocate for big ideas that achieve results. Understands how to leverage data, social media stats like Google Analytics and SEO metrics to refine ad targeting & UI/UX web content. Smart, resourceful team leader & problem solver.

EXPERIENCE

Senior Art Director

RGI Solutions - Marietta, GA | 4.2021 - 2.2024

Creative and strategic lead specializing in direct response marketing, digital ads, email campaigns and landing pages.

Developed recruiting ads to find agents for over 50 health & life insurance companies. By refining the user experience, focusing on brand promises and A/B testing, RGI became the #1 source for agent lead generation in the USA.

Email and landing pages alone generated responses as high as 6%. Launched 2020, the program has generated 5,000 prospects, 800 hires and \$2 million in annual revenue. Also responsible for the creation of B2B - B2C ads for Facebook, Google, LinkedIn, YouTube and landing pages to capture leads.

Visual Information Specialist

U.S. Census Bureau - Atlanta, GA | 9.2019 - 3.2021

Planned and maintained successful visual communications and multi-media materials for the 2020 Census.

Managed and designed visual communications; print & digital, such as training materials, posters, large format printing and social media graphics.

Prepared Census assets for government officials by adding metadata and data analysis info; prepped files for download access.

Facilitated and managed the production of training videos, photography, and podcasts for Partnership Specialists and various 2020 Census events.

Senior Art Director

Epsilon - Atlanta, GA | 8.2012 - 6.2018

Designed multi-channel automotive direct mail, email, digital and social-media campaigns.

Executed a Toyota dealership photoshoot tailored to capturing customer interaction in Costa Mesa, CA.

Responsible for \$25 million in automotive clients including AutoNation, Ford, Jaguar, Land Rover, Toyota & Volvo. Other clients: American Cancer Society, AT&T, Citibank and Truist.

Graphic Artist

The Creative Group - Atlanta, GA | 6.2009 - 7.2012

Designed multi-channel direct mail, email, digital and social-media campaigns for Qiigo.

Created 3D product mock-up designs and floorplans using Adobe Dimension.

Responsible for creating animated GIFs and MP4s for B2B & B2C email marketing.

Created T-shirts and other clothing apparel for company marketing campaigns.

Web Banner Designer

AT&T - Atlanta, GA | 6.2007 - 7.2009

Designed custom web banners for AT&T and Yellowpages websites.

Maintained and organized a variety of banner template inventories for easy team access.

Responsible for uploading client's banners to websites and making requested changes through HTML & CSS.

Graphic Artist

Action Integrated Marketing - Norcross, GA | 6.2005 - 7.2007

Responsible for the creation of automotive print and digital ads for magazine and tabloid publications.

Created TV commercial graphic elements for motion design using Adobe After Effects & Cinema 4D.

Sketched concept storyboards for broadcast production team.

ACCOMPLISHMENTS

- Developed breakthrough agent recruitment campaigns, social media consumer ads for RGI.
- Facilitated and executed a Toyota dealership photoshoot.
- Promoted to Senior Art Director at Epsilon in 2014.
- Became Lead Photographer & Videographer for Nolan Marshall Studios, New Orleans, LA.
- Independent apparel designer for high school alma mater – St. Augustine High School.

SKILLS

- Adobe Creative Suite
- XD
- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Dreamweaver
- Animate
- Dimension
- Figma
- Microsoft Office
- Logic Pro

EDUCATION

Web & Interactive Media, The Art Institute of Pittsburgh

Associates of Art & Science, Southeast College of Technology

