

# Lim Marshall

Senior Art Director | Graphic Artist

@ creative@marshallartsfolio.com    Santa Clarita, CA

404.735.0530    marshallartsfolio.com



## SUMMARY

Experienced Art Director with a passion for producing innovative performances and managing large scale productions. Skilled in collaborating with diverse teams to create unique and engaging experiences for audiences.

## EXPERIENCE

### Senior Art Director

4.2021 - 2.2024  
Marietta, GA

#### RGI Solutions

Led artistic vision and produced innovative performances that resulted in 1.3 million in revenue.

- Collaborated with the Creative Director to produce email & landing pages for health insurance companies that are recruiting agents
- Managed a team of 2 developers and developed a folder hierarchy to deliver all assets for development
- Developed and implemented B2B & B2C social media, direct mail marketing campaigns that improved click rates

### Visual Information Specialist

9.2019 - 3.2021  
Atlanta, GA

#### U.S. Census Bureau

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

- Managed and designed visual communications such as training materials, posters, pamphlets, and COVID compliance materials
- Oversee and collaborated with contractors and vendors on media projects
- Facilitated and managed the production of videos and podcasts for social platforms

### Junior Art Director

8.2012 - 6.2018  
Atlanta, GA

#### Epsilon

Worked closely with Creative Director to create astounding automotive marketing and direct mail materials.

- Developed multi-channel direct mail, email, digital and social media campaigns
- Collaborated closely with Creative Director which resulted in \$25 million in automotive clientele
- Created B2B - B2C ads and landing pages for Facebook, Google, etc.

## EDUCATION

### Associates of Arts & Science

8.1997 - 5.1999  
Metairie, LA

#### Southeast College of Technology

## STRENGTHS

### Leadership

Led a team of 7 Partnership Specialists to produce digital assets for monthly newsletters as well as local and out of state events for the 2020 Census.

### Creative Vision

Develops groundbreaking creative that attracts diverse audiences.

### Collaboration

Established partnerships with local organizations and vendors resulting in successful productions.

## SOFTWARE & SKILLS

Adobe Creative Cloud  
Logic ProX  
Creative Design  
Strategic Planning  
Production Management  
Marketing & Promotion  
Team Building

## ACHIEVEMENTS

Established and curated all creative for the 2020 Census events in Florida

Season 2 Ep. 1 P-Valley on STARZ  
Role - Correctional Officer

Independent Apparel Designer for high school alma mater

## HOBBIES

Photography  
Music Production