

Lim Marshall

Senior Art Director | Graphic Artist | UX/UI Design

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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
RGI Solutions Marietta, GA

- 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 through UI/UX design for health insurance companies that are recruiting agents
 - Managed a team of 2 developers and developed a folder hierarchy to deliver all creative 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
U.S. Census Bureau Atlanta, GA

- Planned and maintained successful visual projects and multi-media materials for the 2020 Census.
- Managed and designed visual communications such as training materials, posters, brochures, 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
Epsilon Atlanta, GA

- 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 and other social media outlets

EDUCATION

Associates of Arts & Science 8.1997 - 5.1999
Southeast College of Technology Metairie, LA

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
Figma
UI/UX 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