Carmel IN 46280 • 317-409-9807
meridiankovah1116@gmail.com

MERIDIAN KOVAH

OBJECTIVE

Be a part of a diverse company that gives the opportunity to utilize my creative graphic design experience and skillset and who provides new experience for career advancement.

GRAPHIC DESIGN SOFTWARE EXPERIENCE

MAC OS X, PC, ADOBE ILLUSTRATOR, PHOTOSHOP, IN-DESIGN, LIGHTROOM, FIREFLY, EXPRESS, COROAL DRAW, PRINT SHOP, MICROSOFT PUBLISHER, POWERPOINT, WORD, EXCEL, ONLINE CANVA AND FIGMA

PROFESSIONAL GRAPHIC DESIGN EXPERIENCE

- Attained and worked with new companies in multiple industries to assist in brand and lo design, typography, creative marketing brand guidelines across all online platforms, visu messaging, still and motion graphics for broadcasted televised, radio digital, and online commercial advertising, Google digital ads, print creative, coupons, and assisted in the launch of their businesses brand to target their customer demographics.
- Collaborated with clients, managers, and art department heads to design web graphics t get their store websites to meet goals and to fulfill marketing guidelines.
- Designed Graphic Creative for: Ray Skillman Auto Group brands Buick, Chevrolet, Ford, GMC, Hyundai, Kia, Mazda, Mitsubishi and adhere to the manufactures marketing guidelines, Ray Skillman Technical School, Ray Skillman Race Team and Classic Car Muse Ray Skillman Insurance, Harley –Davidson, Fastsigns, Tom Wood Ford, Tom Wood Integri Insurance, ABC Auto Auction, Manheim Auto Auctions, America's Auto Auctions, AFC at Adesa Auto Auction, Ice Auto Auction, Precision Arsenal etc.
- Design from conception through execution to completion exterior and interior signs, aut auction and auto dealer marketing sales event collateral, signage, online, email, and magazine ads, billboards, marketing collateral, booklet brochures, mailers, newspaper a vehicle and racecar graphics, sponsor logos, numbers, and decals, sponsored sports scoreboards ads, tradeshow exhibits, shopping mall signage, and promotional products increase the awareness of my client's businesses to their customers.
- Designed Website Graphics for Ray Skillman Auto Group brands Buick, Chevrolet, Ford, GMC, Hyundai, Kia, Mazda, Mitsubishi, Insurance, ABC Auto Auction / CIL Capital.
- Designed music concert series mall and stage sign graphics for Greenwood Park Mall fro 2019-2024 for Ray Skillman and Sponsors.
- Organized and hosted auto auction annual anniversary sales events, charity events, awa ceremonies, promotional giveaways and prize events, tradeshow attendance, conferenc catering, and software training.

EMAIL MARKETING, MARKETING AND SOCIAL MEDIA

- Created and managed a Corporate Marketing Department for ABC Auto Auction, and Manheim Auto Auction,.
- Created and designed new branding material for 11 ABC Auto Auction & streamlined

them all under Auction Broadcasting Company.

- Directed Auction General Managers in online and social media marketing efforts, analytics, and reporting.
- Designed and initiated an email marketing campaign plan for each auction location, managed analytics to track campaign performance, engagement, measured effectiveness for ROI/ROAS, and provided reporting to senior management, created email graphics campaigns for Ray Skillman Auto Group for each brand store location.
- Designed info graphics, B2B power point presentations, and slideshows.
- Worked with several large auto clients on graphic design materials to promote their vehicles running at the auctions, consisting of General Motors, Toyota Financial, Cadillac, Chrysler, Santander, Hyundai, Harley-Davidson Financial, Wells Fargo, brand dealerships and used car dealers.
- Designed print collateral and online digital graphics for each auction.
- Created Hootsuite accounts for 21 America's Auto Auctions to stream line all the locations social media platforms to manage on 1 platform saving time and resources.
- Generated social media marketing campaigns within Hootsuite to build online awareness.

OUTSIDE AND INDSIDE SALES

- By incorporated multiple aspects such as marketing, graphics and customer service experience I have been very successful building relationships and a customer base in outside sales.
- In less than one year I established 134 new clients in over $120,000 in sales in exterior and interior signage during a prior outside sales and graphic designer position with Fastsigns.
- I enjoy meeting new people and establishing a relationship with customers to grow their business with creative graphic design.
- I'm confident reaching out to new cliental seeing what services and products I can offer to assist their needs and have years of graphic design experience to execute creative design projects from conception, execution, to completion.
- I'm am motivated to create visual digital graphics to elevate brand engagement and customer experience and to cultivate business relationships with new clients to strengthen trust and increase profits.
- Established a business contract with Ray Skillman Classic Cars and Race Team to supply racecar vinyl decals and graphics for their racing division which led me to full time employment to design for their entire Auto Group and their 8 brands and 10 locations.
- Through building my rapport and graphic design work I completed for Tom Wood Auto Group I obtained their Integrity Insurance division as a new client and gained their trust designing all their marketing collateral, tradeshow displays and products, which led me to create design vehicle decals and graphics for their Ford service department.
- Inside sales retail fashion associate with White House Black Market and outside sales Fastsigns and Manheim and ABC Auto Auctions and AFC Financing.
- B2B and B2C marketing.

RELEVANT WORK HISTORY

- **PRODUCTION DEPARTMENT HEAD OF DESGIN / LEAD GRAPHIC DESIGNER, RAY SKILLMAN AUTOMOTIVE GROUP, INDIANAPOLIS, IN**
- **OUTSIDE SALES / GRAPHIC DESIGNER, FASTSINGS, INDIANAPOLIS, IN**
- **PRODUCTION / GRAPHIC DESIGN SUPPORT, REACH MAGIZINE / VALPAK, FISHERS, IN**
- **NORTH REGIONAL MARKETING DIRECTOR / LEAD GRAPHIC DESIGNER, AMERICAS AUTO AUCTION, AUSTIN, TX**
- **CORPORATE MARKETING MANAGER / LEAD GRAPHIC DESIGNER, AUCTION BROADCASTING COMPANY (ABC/CIL CAPITAL) INDIANAPOLIS, IN**
- **MARKETING AND PROMOTIONS / LEAD GRAPHICS DESIGHNER, MANHEIM, INDIANAPOLIS, IN**
- **OUTSIDE / INSIDE SALES / GRAPHICS INDIANAPOLIS CAR EXCHANGE (ICE) AUTO AUCTION, INDIANAPOLIS, IN**
- **OUTISIDE / INSIDE SALES / GRAPHICS AFC FINANCE AT ADESA AUTO AUCTION, PLAINFIELD, IN**

EDUCATION

NEW HORIZONS

CERTIFIFICATES

- Graphic design Adobe Suites: In-design and Photoshop
- Constant Contacts: Email Marketing, Social Media Marketing
- Manheim: Leadership Fundamentals

REFERENCES

Upon request

Online Portfolio: https://meridiankovah1116.carbonmade.com

Legal name change December 12, 2016 from Michelle Sullivan / Baker to Meridian Kovah