

REGINA BALL



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About

My name is Regina Ball, and I am a multidisciplinary designer and art director who creates and builds unique brands through creative strategies and marketing expertise.

Skills

Graphic & Web Design
Branding & Visual Identity
Visual Design & User Experience
Project Management & Creative Process Creation
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver)
Content Management Systems
Email Marketing (Marketo, Mailchimp)

Education

Marymount University

Arlington, Virginia
Bachelor of Arts, Graphic Design
Graduated May 2012, magna cum laude

Dean's List

Fall 2008–May 2012

Student President of the Honors Program

Fall 2010–Spring 2011

Member of the Honors Program

Fall 2008–May 2012

Oxford University

Oxford, England
Trinity Term, May–June 2010

Honors & Awards

Above & Beyond Award

Centauri—February 2021

Excellence in Graphic Design

Marymount University—May 2012

Student Art & Design Show

Marymount University—Spring 2011, Spring 2012

Experience

Creative Design Manager | Huntress

Remote; April 2021—Present

Senior Marketing & Communications Specialist | Centauri

Chantilly, Virginia; January 2020—April 2021

- Design and produce all branded collateral
- Design and produce web graphics, social media graphics, and advertisements
- Design all internal-facing communications
- Create and report on targeted landing pages
- Manage and enforce all brand guidelines and standards
- Manage, update, and report on corporate website

Creative Manager | Phone2Action

Arlington, Virginia; October 2018—December 2019

- Project manage all marketing campaigns
- Project manage and design promotional materials for all new product launches
- Design, produce, and track all sales and marketing collateral
- Design, produce, and distribute all branded company collateral and swag
- Oversee all applications of company branding to ensure correct usage
- Design of all emails, landing pages, and social media graphics
- Manage the company website and all social media properties

Senior Graphic Designer | Phone2Action

Arlington, Virginia; March—October 2018

Graphic Designer | Phone2Action

Arlington, Virginia; September 2016—March 2018

Graphic Designer | mdg (Marketing Design Group)

Reston, Virginia; July 2014—September 2016

Graphic Designer | Thompson Hospitality

Reston, Virginia; June 2012—July 2014