

Allyson Graves ✨

GRAPHIC DESIGNER

BOWLING GREEN, KENTUCKY

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SKILLS

Advertising & Branding

Visual Communication

Social Media Management

Content Creation

Expertise in Adobe Creative Suite

- InDesign, Illustrator, Photoshop

Experience in Photography & Video

Effective Organization & Fast Adaptation

Collaboration

Creative Conceptualization

Traditional Arts & Illustration

Project Management

- Breeze, Slack, Microsoft, Google

ACHIEVEMENTS

Dean's List SCAD, 2020–2023

Recipient of the SCAD Academic Honors

Scholarship and the SCAD Achievement

Honors Scholarship, 2020–2023

Selected for the SCADMosaic

Student Showcase, 2023

Illustrator of 3 published books, 2022

Met benchmark on the business

management and administrative support

Kentucky Career Education End-of-Program

Assessment, 2019

INTERESTS

Baking

Vinyl Collecting

Colored-Pencil Drawing

Live Music

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN (SCAD) Savannah, GA
BFA in Graphic Design, September 2020–August 2023

WESTERN KENTUCKY UNIVERSITY Bowling Green, KY

WORK EXPERIENCE

INKED BRANDS Bowling Green, KY

- **Senior Marketing Graphic Designer**, June 2025–Present

Maintaining the same duties I had as a Marketing Designer while also mentoring junior designers, collaborating cross-functionally with leadership, e-commerce, and wholesale teams, and leading the creative execution of new marketing projects like product catalogs.

- **Marketing Graphic Designer**, May 2024–June 2025

Working closely on multiple internal and external brands, being involved in campaign strategy, assisting with photographing and editing flat lays/shop images, creating brand guidelines, and designing email campaigns, web page graphics (landing pages, pop-ups, flyouts), print materials (consumer-targeted digital printables, marketing cards, and more), all while ensuring that the brand identities are consistently translated in all visual marketing communications.

THOMAS R. HUNT AUCTIONEERS Bowling Green, KY

Graphic Designer/Advertising Specialist, November 2023–May 2024

Managing social media, coordinating advertising strategy, implementing email marketing, filming and editing videos, designing print and digital advertisements (including fliers, brochures, newspaper ads, and other media), collaborating with auctioneers and realtors, and serving as a liaison between print, broadcasting, and publishing companies.

FREELANCE Bowling Green, KY

Artist & Designer, March 2020–October 2024

Working with clients to create a variety of design projects including print and digital advertisements, posters, product labels, illustration work, and traditional arts.

BOWLING GREEN HOT RODS Bowling Green, KY

Graphic Design Intern, March 2023–September 2023

Designing print advertisements, fliers, posters, social media graphics, video board graphics, and signage while assisting with media production.

KENSIE BROOKE SMITH PHOTOGRAPHY Tompkinsville, KY

Assistant/Intern, February 2020–March 2020

Helping with equipment set-ups, Assisting with set dressing, and communicating between clients and management.