



Cailey J. Longhofer

RESUME

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EDUCATION

Eastern Florida State College Cocoa, FL

24 Credit hours in Business/Marketing - 2017-2018

GPA to date: 3.75

University of Central Florida Orlando, FL

Bachelor's Degree 12/2013 - GPA: 3.43

Major: Emerging Media with Specialization in Graphic Design

Eastern Florida State College Cocoa, FL

Technical or Occupational Certificate 2009

GPA: 4.0 of a maximum 4.0

Credits Earned: 24 Semester hours

Major: Drafting

24 Credit hour college certificate in Drafting

SOFTWARE SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign) | 8 years

Premier Pro | 2 years

After Effects | 2 years

Microsoft Office | 10+ years

Maya (3D Modeling) | 1 year

Auto CAD, Auto CAD 3D and Auto CAD Architecture | 3 years

HARDWARE & OPERATING SYSTEM SKILLS

Macintosh platform, PC/Windows operating systems

Digital and Film Equipment

Vector & Raster Images

EXPERIENCE

Lead Graphic Designer

Nutrex Research | 2018- Present

I Design and maintain company labels/packages for new and old products. This includes domestic and anything international. I also handle promo items, sale sheets, wall and social media graphics for the international territory. I've Created magazine ads featuring our company's latest products including Muscle & Fitness,

Chrome magazine, Muscle & Strength and more. When needed I assist with our main social media post (IG, Facebook), as well as web banners for Google. I've created numerous POP display items, trade show banners, booth displays and large scale wall/window graphics showcasing the company's products and involvement in the sports industry. Directed several athlete and product photo shoots and also assisted in videography shoots for new products and promos.

Graphic Designer to Lead Graphic Designer

Southern Tape & Label | 2014 - 2018

I met with clients and discussed their business objectives and requirements. I worked independently or collaborated with my creative team to develop solutions that can then translate through a variety of mediums. I worked closely with production on both the digital and Press printing (Color matching, file setup (designing, typesetting, photo editing, printing effects etc.) I also had the opportunity to work with large format printers on the production side including their file setup and ripping software for project production. I have experience with designing marketing communication pieces including overall theme development as well as individual piece designs for projects. I handled between 5-16 projects at a time, making revisions according to client specification while maintaining projected deadlines. I have worked with and designed labels and brands from perishable goods (BBQ labels, Household Cleaners), to large-scale window perfs and stage props/pieces. Including projects for Titusville Playhouse, Sea & Sky (formally Ocean potion/Bull Frog), Joys International, Masonite, and Intracoastal brewing.

Intern/Jr. Graphic Designer

Clevens Face & Body Specialist | 2012 - 2013

Designed Brochures, Event flyers, Campaign Advertisements, Logos and E-blasts as needed.

Graphic Designer/ Photographer

Freelance | 2010 - Present

PROFESSIONAL REFERENCES

321-637-8500 **Elaine Cook**

President of Handy-pro Space Coast

321-720-0512 **Bobby Ramsey**

President/Owner of Southern Tape & Label Inc.

321-749-2519 **Ken Cutler**

Systems maintenance engineer

310-909-6374 **Aaron Hernandez**

Creative Director at Nutrex Research