



EVETTE SALTERS

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## Career Objective

Driven Marketing and Communications guru with 15+ years of experience specializing in corporate branding, digital marketing, project management, and UX design. A proven track record of defining high-impact visual solutions to drive brand awareness and sales growth.

## Work Experience

<b>Marketing and Communications Manager</b>	SC APEX Accelerator	May 2025- Current
<ul style="list-style-type: none"><li>Strategy Development: Formulate and execute comprehensive marketing and communications plans aligned with business objectives</li><li>Content Creation &amp; Management: Develop engaging content for various platforms (website, social media, email, print)</li><li>Public Relations: Manage media relations, draft press releases, and build relationships with industry contacts</li><li>Social Media Management: Oversee social media strategies, content creation, and engagement.</li><li>Website Management: Maintain and optimize company website, ensuring accuracy and alignment with branding</li><li>Marketing Campaign Management: Develop and implement online and offline marketing campaigns, including advertising, promotions, and email marketing</li><li>Budget Management: Manage marketing budgets, track ROI, and analyze campaign performance</li><li>Analytics &amp; Reporting: Track and analyze marketing data, providing insights and recommendations for improvement</li><li>Collaboration: Work with cross-functional teams to ensure consistent messaging and effective communication</li><li>Research: Stay updated on marketing best practices and trends</li><li>Assist clients with capability statements</li></ul>		
<b>Manager of Production and Display</b>	AU Pro Shop/Allen University	2023 - 2025
<ul style="list-style-type: none"><li>Responsible for planning, managing, and organizing functions and events that support the mission of the University's branding</li><li>Coordinates event set-up/tear-down of all events, activities and programs. Maintains a supply inventory</li><li>Processes payments of all event related expenditures, tracks event expenditures and prepares final event reports</li><li>Participates in all event activities including: planning, venue selection, personnel, managing event registrations,</li><li>preparing event contracts, handling catering orders, preparing event materials such as name tags, place cards and programs, managing linens, handling event decor and design, and providing excellent customer service to event guests</li></ul>		
<b>Digital and Screen Printing Press Operator</b>	AU Pro Shop/Allen University	2022 - 2025
<ul style="list-style-type: none"><li>Operated screen-printing press to produce high-quality prints on various materials</li><li>Set up and calibrated printing equipment, ensuring accurate registration and color matching</li><li>Loaded screens with appropriate stencils and inks for each job, following production schedule</li><li>Monitored print quality throughout the production run, making adjustments as needed to maintain consistency</li><li>Achieved a 75% increase in productivity by implementing efficient workflow strategies</li><li>Reduced material waste by 15% through careful monitoring of ink usage and adjustment of print settings</li><li>Collaborated with customers to understand their specific requirements for custom prints</li><li>Maintained detailed records of jobs completed, including specifications, quantities produced, and any issues</li><li>Implemented quality control measures to consistently deliver prints that met or exceeded customer expectations</li><li>Led multiple projects simultaneously while maintaining attention-to-detail</li></ul>		

## Director of Design and Special Projects

Allen University

2019 - 2022

- Led the creation of products to uphold brand image and oversaw execution including aesthetic and quality, brand identity system and graphics for in-house and licensed design across all categories in campus signage, corporate identity, and collaborative community advertising
- Collaborated with cross-functional teams to ensure seamless execution of projects resulting in a 20% reduction in project timelines
- Execute design projects resulting in a 50% increase in fundraising for university
- Monitor content creation, social media strategy, and utilizing analytics tools to measure campaign success Developed and implemented design processes and methodologies resulting in a 20% increase in overall design and marketing efficiency
- Managed graphic design advertising projects for fundraising campaigns valued at \$500K-\$1M Developed custom collegiate artwork and layouts for banners, posters, publications, websites, flyers, and print and digital signage for time sensitive projects
- Complete trademarking process and various intellectual property task
- Communicated and worked closely with all levels of the organization, assisted in contract negotiations, and organized multiple company events
- Conducted monthly reports on the performance of the company and pro-actively participated in meetings with the President
- Reduced unnecessary business expenses by 20% within 2 years

## Graphic Designer

ES Designs, LLC

2013- Current

- Managed graphic design advertising projects for client accounts
- Complete bids for procurement opportunities as a contractor with SCDOT and similar agencies
- Complete award process
- Design and install environmental signage and pavement markings
- Created design pitches and delivered presentations to enterprise clients to secure million-dollar contracts with national and international businesses
- Developed custom artwork and layouts for banners, posters, publications, websites, flyers, and print and digital signage

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## Education

### Associate's degree in Business Administration

University of Phoenix

3.85/4 GPA

August 2009 to May 2011

### Bachelor of Fine Arts in Graphic Design

Art Institute of Atlanta

2.7/4 GPA

June 2004 to May 2008

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## Additional Skills

Project Management Skills  
Digital Marketing  
Active Listening Negotiation  
Critical Thinking  
Video Production / Editing  
Triumph 4350

Microsoft Office Suite (15+ years) User  
Experience  
Social Media Management  
Communication Skills  
Digital Press  
Graphic Design (10+ years)  
B2B Marketing (10+ years)

Layout Design  
Content Creation  
Search Engine Optimization  
Branding  
User Interface Photography  
Copywriting

Hello!



With a background in creating memorable moments for clients and a passion for innovative strategies, I am excited to contribute and make a significant impact on your initiatives.

Throughout my career, I have demonstrated a strong ability to direct, design, and produce digital and print marketing materials that effectively convey key messages and engage target audiences. My experience includes 10+ years in B2C/B2B marketing, e-mail and bulk mailing distribution, product and package design, event planning and execution, social media and SEO analytic analysis, Microsoft Office suite, and most Graphic design software. As a freelance designer, I have had the great opportunity to work with various clients such as Chic-fil-a, SC DOT, and Richland County and currently in Education. Mentorship became important to me in my 7th year of freelance design. Helping teachers and students better understand and communicate their gift allowed me to host conferences at Spelman College and The Microsoft store.

While at Allen University I directed and played my role in various projects. In these years I have had the opportunity to work with the executive leadership, faculty and students to re-brand Allen and bring in better, bigger partners and community. This task required researching the brand in the past and understanding the direction forward. I have completed the task of logo creation and trademarking, COVID awareness, website development, University presentation for various events such as MOUs, UNCF Gala, and Homecoming. We have been successful in raising funds for the University and saving by creating in-house printing systems. Creating marketing elements and tangible literature for ages 16-100 years old, I have learned effective messaging requires clear concise language and strong visuals. With marketing and communications ever changing in all industries the understandable community is an important source to consumers when it comes to keeping the message and services strong while protecting their cost. I believe my experience has allowed me to become masterful in the techniques and tools to work with targeted markets on all levels and maintained their project budget.

Thank you for considering me for this opportunity. I am excited about the possibility of joining your team and contributing to the continued success.

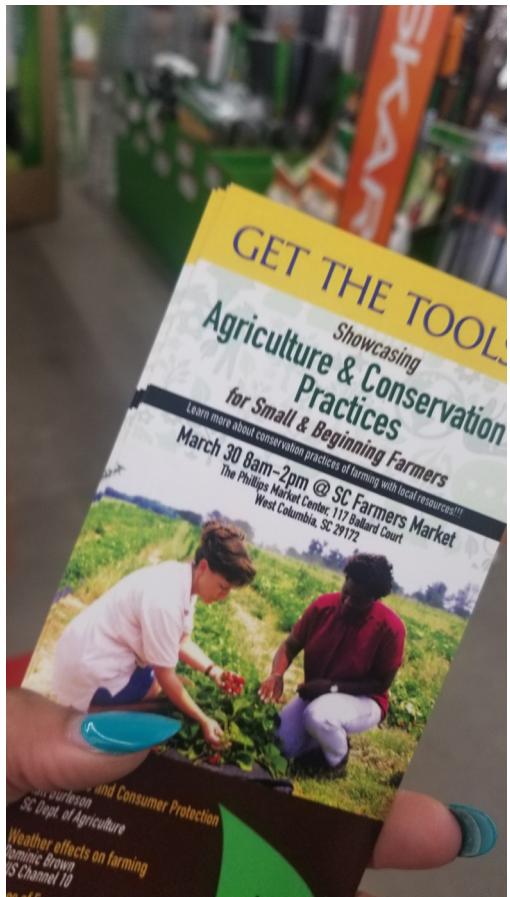
Best,  
Evette Salters



# My experience at Allen University

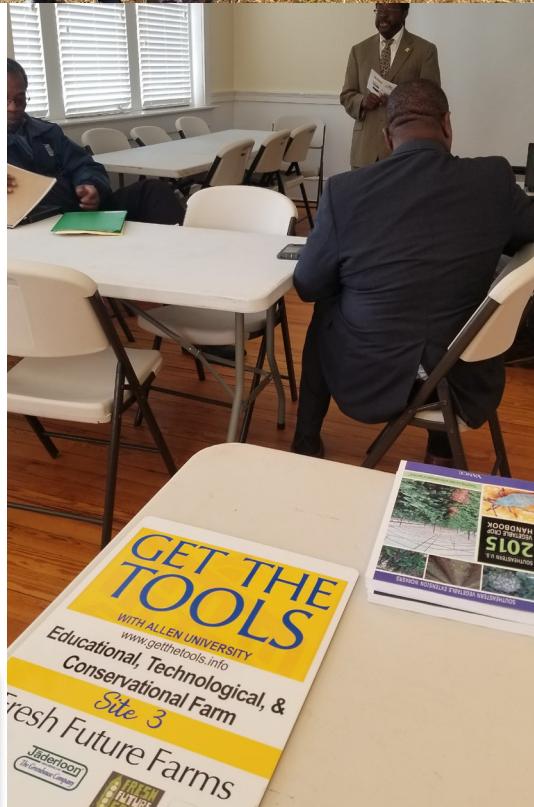
In 2019 I got a great opportunity to represent AU as a Principal Investigator for a USDA grant for conservation practices. In this role I traveled South Carolina to shadow and creating digital marketing tools to introduce the practices to upcoming farmers. This was a great start for me in the education realm for marketing.



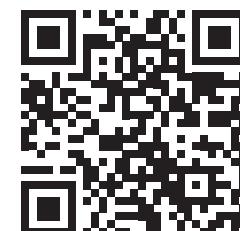


In this role I was responsible for helping farmers with presentation.

Monitor grant logistics  
Setting up events  
Ordering supplies for projects  
Connecting with locals  
Completing reports  
Logo creation  
Flyers  
Banners  
Signage  
Signup card  
Video Editing  
Sweat Towels



Scan to see more projects!



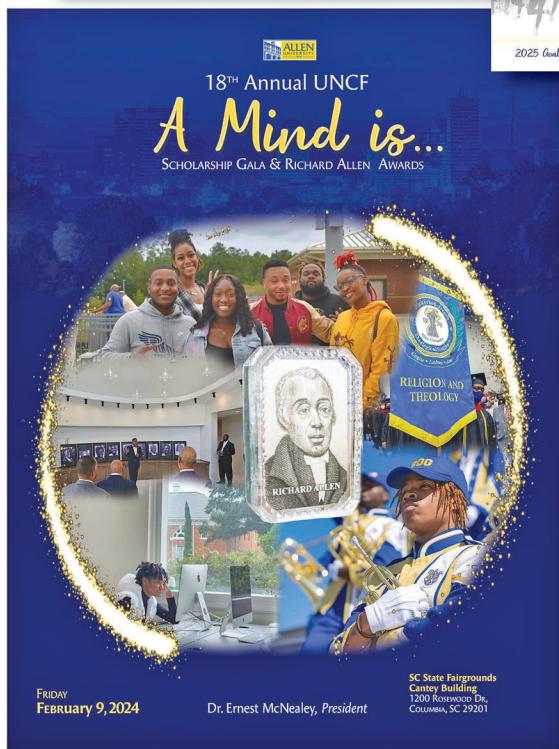
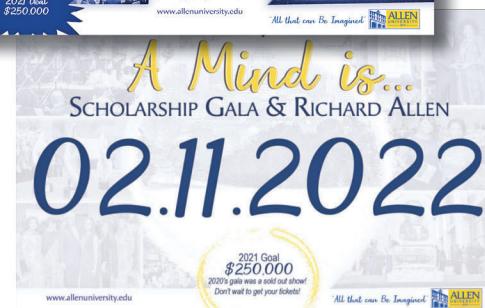
# "A Mind is..."

SCHOLARSHIP GALA & RICHARD ALLEN AWARDS

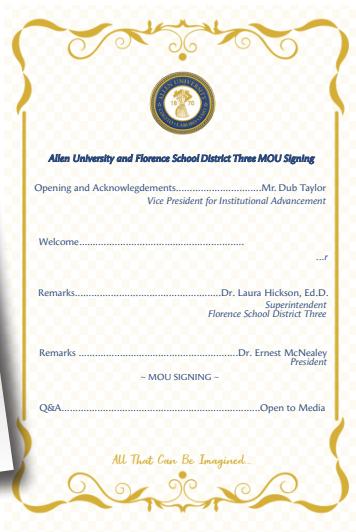
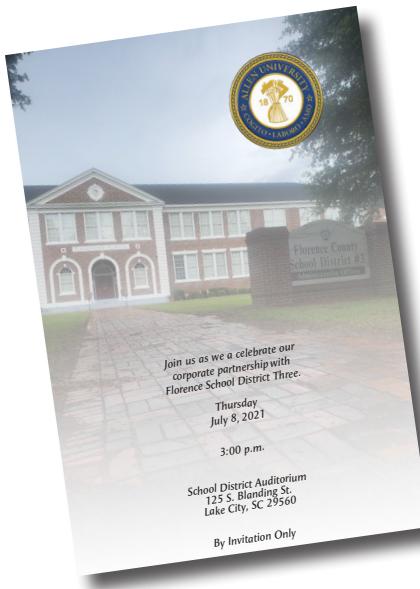
Working with executive leadership, we re-branded the Richard Allen UNCF Gala to bring in a more diverse crowd amongst church and education. By year two attendance was restored back to a sold out event.



In my role as Director of Design and Special projects, I was responsible for:  
 Setting up meetings  
 Save the Dates  
 Bulk Mailings  
 Program Booklet  
 LED Screens  
 Banners  
 Pens and giveaway items  
 Table items  
 Awards for recipients



MOUs was a quarterly event that help connect Allen to School Districts and corporate partners. As a Director of Special Projects, preparing a setting for networking and presentation to take place was important. We contacted locals by various form of media such as news, social media and bulk mailing.

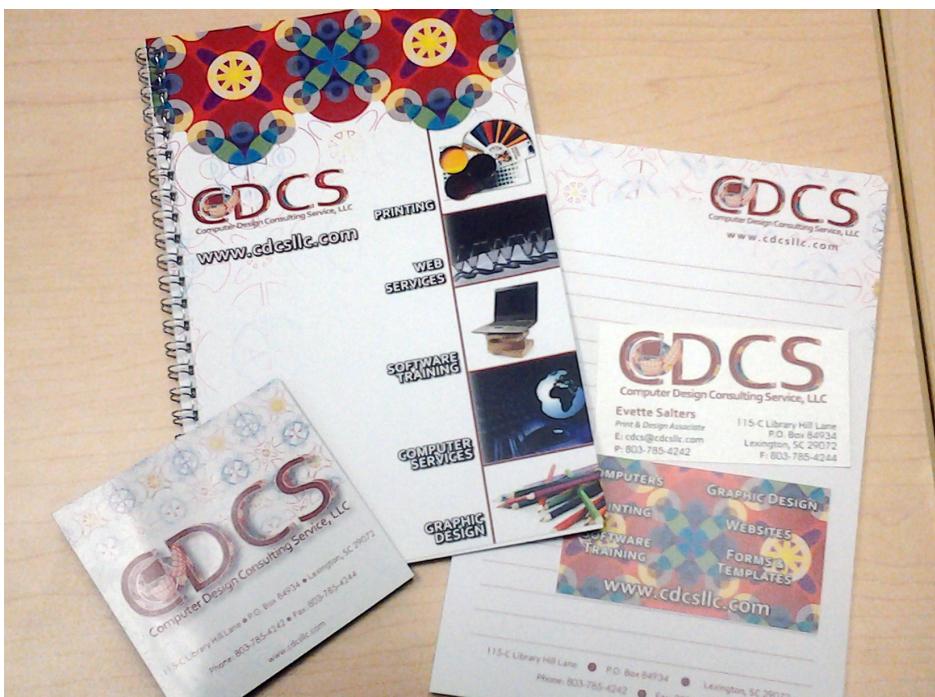


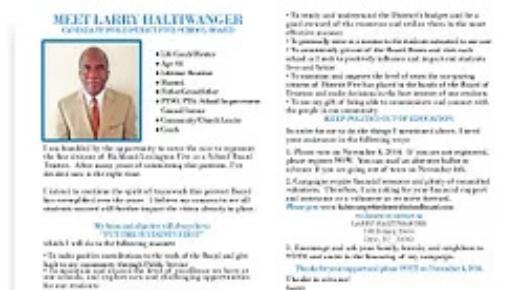
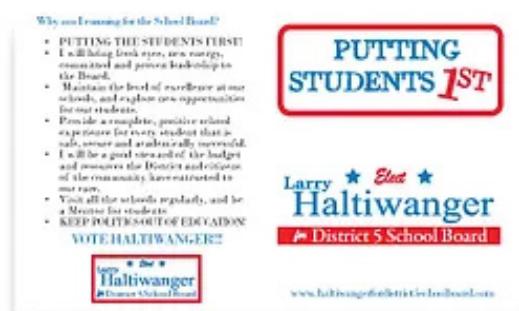
For the MOUs my role was to:  
Connect AU with the community's School Districts  
Setup event  
Work with vendors for lunch Invites  
Screen presentation  
MOU documents



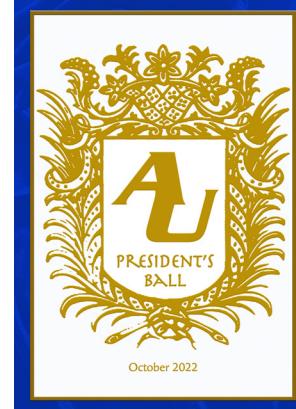
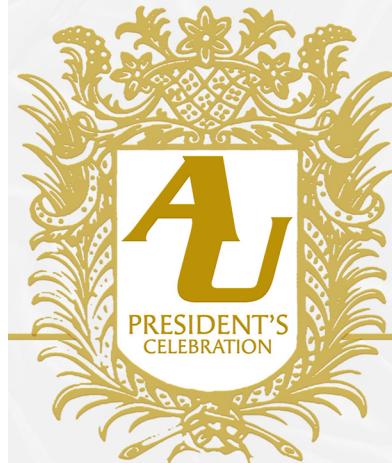
# My experience as a Graphic Designer

I started my career as a graphic designer in high school as a DECA Member. We sold cookies on Wednesdays and my added role was making fliers to bring in consumers. When it worked I was hooked! Graphic Design showed me how important it was to presentation. After college I became a freelance designer and worked with various businesses in South Carolina creating marketable items for their communities.





This branding project was created to induct the new President for the University. I enjoyed being apart of creating the experience for this evening. Very memorable.



ALLEN  
UNIVERSITY  
1870  
1530 Harder Street  
Columbia, SC 29204



Project Responsibilities:  
 Vendor Negotiating  
 Logo creation  
 Save the Dates  
 Bulk Mailing  
 Souvenirs  
 Banners  
 Prospecting Sponsorships  
 Program

## ADDITIONAL SKILLS

10 years plus experience

PROJECT MANAGEMENT SKILLS

DIGITAL MARKETING

ACTIVE LISTENING

NEGOTIATION

CRITICAL THINKING

VIDEO PRODUCTION / EDITING

APPLE SPONSORED SOFTWARE

CANVA

JASPER AI

USER EXPERIENCE

SOCIAL MEDIA MANAGEMENT

COMMUNICATION SKILLS

PSYCHOLOGICAL ACUMEN

THROUGH COLORS AND ECONOMIC TRENDS

CHATGPT

MID JOURNEY

B2B MARKETING (10+ YEARS)

LAYOUT DESIGN

CONTENT CREATION

SEARCH ENGINE OPTIMIZATION

BRANDING

USER INTERFACE

PHOTOGRAPHY

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