



KIMBERLY C. LANGSTON

HELLO,

Thank you for visiting my page and exploring how we can work together to make your vision and projects amazing! Please reach out if you have any opportunities or questions. My advertising and design experiences as an Art Director + Senior Graphic Designer, have provided me with invaluable qualities, which make me an ideal candidate.

WHAT CAN I DO?

I specialize in creative direction, conceptual storytelling, development/management of brand guidelines, content creation, presentations, multi-channel campaigns, team building, and so much more. I have a keen eye for high-performing design solutions, and creative approaches that align with brand/business objectives.

I've had the pleasure of designing creative for brands like Verizon, Hyatt, Denny's, and more for well over a decade at EP & CO (Hill Holliday, IPG) in both Greenville, SC, and New York, NY. Most recently, I have designed for The Peace Center and Auro Hotels on branding, signage, promotional materials, press events, marketing strategies, and digital campaigns. I've successfully collaborated in-person and virtually with a network of employees, clients, and vendors across the nation as part of Hill Holliday, IPG.

EXPERIENCE:

- National, regional plus local campaigns targeted in a variety of traditional and digital media
- Graphic solutions, project management, production, leadership, asset management, visual support, and culture as part of a 120-350 person agency
- Interior/exterior signage, marketing collateral, digital/print design, social media, editing/production, marketing strategies, vendor relationships, cross-functional collaboration, asset management, identity development, and much more.

I am looking forward to hearing from you and discovering how we can work together.

THANK YOU,

KIMBERLY C. LANGSTON

MARKETING CREATIVE ■ GRAPHIC DESIGN ■ ART DIRECTION

864.270.3116 ■ kimberly.c.langston@gmail.com

<https://www.langstondesign.org/>



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WORK HISTORY

Graphic Designer

Auro Hotels ■ Greenville, SC ■ 2025 – Present

AC Hotel, Hyatt Regency Hotel, Roost Restaurant, Juniper Restaurant, Paloma, Meeting Grounds, Seratonic Venue & Lounge
(interior/exterior signage, digital display, branding, marketing collateral, brochures, print production, collateral)

Senior Graphic Marketing Designer

THE PEACE CENTER ■ Greenville, SC ■ November 2021 – April 2025

Project Management, Graphic Design

(proposals, vendor relationships, media/press events, marketing strategy, social media, print collateral, media kits, direct mail, magazine ads)

Remote Freelance Graphic Designer

DENNY'S CORPORATE ■ Spartanburg, SC ■ April 2019 – November 2021

Graphic Design and Studio Production

(menus, social media, in-store displays, signage, magazine ads, promo collateral, postcards)

Marketing Creative & Customer Service Executive

INDEXX INC., & GROWLL.COM ■ Greenville, SC ■ March 2020 – November 2021

Marketing Communications Strategies

(sales, email marketing/development, graphic design, project management, social media, customer acquisition/retention, sample kits)

Graphic Design & Email Marketing Manager

FRESH WATER SYSTEMS ■ Greenville, SC ■ May 2016 – March 2020

Graphic Design, Branding and Email Marketing

(Klaviyo email automation/design, art direction, branding, social media, copywriting, magazine/web banner ads, packaging)

Art Director

EP & CO (Hill Holliday, IPG, Erwin Penland) ■ Greenville, SC ■ 2013 – 2016

Creative Direction and Art Direction for Verizon Fios In-store National Retail

(creative direction, photo shoots, social media, direct mail, brochures, window graphics, in-store display, email campaigns, micro-sites)

Associate Art Director

EP & CO (Hill Holliday, IPG, Erwin Penland) ■ Greenville, SC ■ 2010 – 2013

Art Direction for Verizon Wireless In-store National Retail & National Direct Mail

(creative direction, direct mail, newspaper/magazine ads, posters, brochures, email, landing pages, window graphics, web banners)

Lead Graphic Designer

EP & CO (Hill Holliday, IPG, Erwin Penland) ■ Greenville, SC ■ 2009 – 2010

Graphic Design for Verizon Wireless National Retail & Direct Mail, Advance America, Fatz Cafe

(menus, newspaper/magazine ads, billboards, posters, folders, brochures, print/digital production, leading/mentoring design teams)

Senior Graphic Designer

EP & CO (Hill Holliday, IPG, Erwin Penland) ■ Greenville, SC ■ 2006 – 2009

Graphic Design for Advance America, Wells Fargo, Fatz Cafe

(newspaper/magazine ads, billboards, posters, brochures, print production, spec sheets, posters)

EDUCATION

ANDERSON UNIVERSITY ■ Bachelor of Arts, Graphic Design ■ May 2001

TOOLBOX

Adobe Creative Suite ■ Microsoft Office ■ Hootsuite ■ Semrush ■ Wordpress ■ Email Automation ■ Figma