



KIMBERLY C. LANGSTON

HELLO,

Thank you for visiting my page and your interest in learning more about me. My advertising and design experience as an Art Director and Senior Graphic Designer have provided me with invaluable qualities, which make me an ideal partner. I would love to have the opportunity to meet with you and your team. Let's share in the design process, and explore amazing creative together.

WHAT CAN I DO?

I specialize in art direction, graphic design, digital storytelling/experiences, conceptualizing, messaging, brand strategy, typography, and so much more. I have a keen eye for creative approaches that align with brand and business objectives, digital marketing campaigns, and finding creative solutions to design problems.

I've had the pleasure of designing creative for brands like Verizon, 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 had the joy of helping The Peace Center design promotional materials, social media, marketing strategies, direct mail, and digital campaigns right here in Greenville, SC. 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 mediums
- Cohesive visual Identity, marketing collateral, strategic design consulting, growth, leadership, workflow optimization, and culture as part of a 120-350 person agency
- Digital storytelling, team building, print/digital production, social media, and more

I am actively seeking employment and would love to learn, work, and grow with your amazing team.

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

Senior Graphic Marketing Designer

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

Project Management, Graphic Design

(vendor relationships, marketing strategy, social media, brochures, proposals, media kits, print collateral, 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 and 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)

Graphic Designer

EP & CO (Hill Holliday, IPG, Erwin Penland) ■ Greenville, SC ■ 2001 – 2006

Graphic Design for Verizon Wireless National Retail

(newspaper/magazine ads, newsletters, billboards, posters, brochures, print production, catalogs, flyers)

EDUCATION

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

TOOLBOX

Adobe Creative Suite ■ Microsoft Office ■ Hootsuite ■ Social Media ■ Wordpress ■ Email Automation ■ Hubspot