



CINDY DIX

Wilmington, North Carolina

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PROFICIENCIES

Adobe Creative Suite

[Illustrator](#)
[Photoshop](#)
[InDesign](#)
[Acrobat](#)

Microsoft 365 CRM

Click Dimensions

HubSpot

Power Point

WordPress

MS Office

EXPERIENCE

MARKETING MANAGER/GRAPHIC DESIGNER

FLOW CONTROL GROUP | APRIL 2021 - PRESENT

AUTOMATION MARKETING

- Develop and execute strategic marketing campaigns and events that align with the brand
- Collaborate with sales teams to brainstorm new product launches
- Write content for newsletters, social media and blogs
- Create, write and schedule (weekly/monthly) social media marketing
- Pull analytical reports for campaigns, review customer interactions and nurture them
- Implement SEO and paid search strategies
- Manage relationships with outside vendors
- Manage multiple projects simultaneously
- Contribute to team-wide/corporate marketing initiatives
- Collaborate with internal marketing, sales, tech, and product development teams

GRAPHIC DESIGN

- Design and execute marketing campaigns
- Direct the design of deliverables across all relevant mediums – digital and print (e.g. Weekly websites and HTML email), print (e.g. brochures, postcards, flyers), and trade shows (e.g. invitations, banners, booth signage)
- Manage, create and implement branding for new acquisitions

WEBSITE AND VIDEO

- Update products, pricing and content for websites
- Design and build websites
- Collaborate with videographers to write, develop, and execute videos for brand/product promotion

CREATIVE DIRECTOR/DESIGNER

CW DESIGN | FEBRUARY 2005 - SEPTEMBER 2020

SELF-RUN BUSINESS WITH CLIENTS IN THE HEALTHCARE, REAL ESTATE, CORPORATE, EDUCATION AND NON-PROFIT INDUSTRIES

- Initiate and design simple and complex marketing and branding strategies including ideation, concepts and design of print collateral, email marketing, presentation materials, video creation and digital campaigns.
- Work closely with each client to help with concepts and designs best suited for the industry and target audience of their projects and campaigns.
- Coordinate outside talent to collaborate on design efforts i.e., photographers, videographers, copywriters



COMPLIMENTS

"When my partner and I were starting our company we had very rigorous views of how we wanted to come to market, how we wanted to establish a brand and how we wanted collateral materials to look and how we wanted our website to function. As a startup, we needed to be nimble, fast, efficient and also have fun. We found Cindy Dix and could not have been happier. Cindy was appropriately challenging of us fast, creative, efficient and pragmatic. She is a rare design talent that can also drive a schedule and manage within a budget all while producing products that we loved. I could not recommend her more and am positive in my current endeavors we will find ways to utilize her many talents, and have fun while doing that!"

—Ken Loeber
Principal at UniSpace

I have had the opportunity to work with Cindy and CWDesign for well over a year. She has been amazing at being flexible in our digital and marketing requirements while also working with my always moving schedule. I find that the level of effort, her communication, and quality of work are amazing and offered at a competitive pricing structure. If you are looking for a great company and a great person, you cannot go wrong with Cindy.."

—Jason Monastra
Chief Operations Officer
United Global Technologies

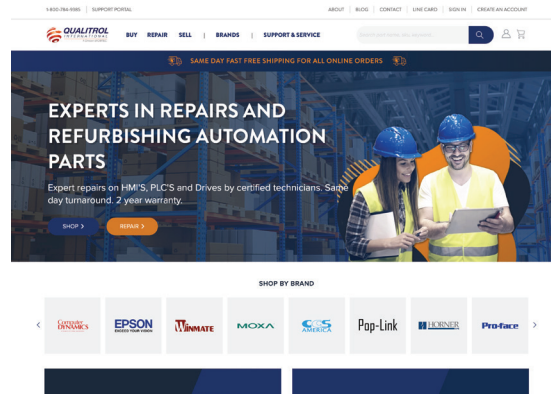
"I've worked with Cindy for 25 years. She's a very talented artist and she understands business. Her years of experience enable her to bridge old and new to create fresh, modern ideas for any industry or sector."

—Carla Harper
West 65, Inc.

SAMPLES OF WORK (VIEW FULL PORTFOLIO: WWW.MYCWDESIGN.COM)



DIGITAL BROCHURE



ECOMMERCE WEBSITE DESIGN AND LOGO REFRESH



CASE STUDY VIDEO