

PROFILE

I am a graphic designer, UI/UX designer, videographer, marketing manager, and social media manager based in central Florida. For the past 10 years, I've worked in design with one question constantly in the back of my mind: What story are we trying to tell? Whether it's a brand identity, an advertisement, a social campaign, a website, or a simple piece of content, good design isn't just about making something look good. It's about communicating an idea, emotion, and giving people a reason to care.

DREW MARCUM

MARKETING COORDINATOR

CONTACT ME

Phone:
(606) 521-7394

Gmail:
drew.marcum4@gmail.com

Portfolio:
www.drewdrewthat.com/

EXPERTISE

PERSONAL

- Versatile approach to marketing
- Design Language
- Punctuality

PROFESSIONAL

- Adobe Suites & Figma
- Ability to Build Relationships
- Communicate thoroughly with clients

EDUCATION

INDEPENDENCE UNIVERSITY

2015-2017

WESTERN KENTUCKY UNIVERSITY

2013-2015

LINDSEY WILSON COLLEGE

2012-2013

REFERENCES

ANGELA ROSADO
Tamba Bay Thrives
(863) 270 - 6250

EARNEST ODOM
werlostboys Media Group
(863) 221 - 8496

LYNN CICCHELLI
Humana
(203) 561 - 0660

WORK EXPERIENCE

VISUAL DESIGNER | HEALTH PLAN ONE
2024 - PRESENT

I am a UI/UX Designer who conducts research to help better understand our users needs. It is my duty to understand our target audience and design thorough and affective layouts for our websites.

WEB DEVELOPER / PROJECT MANAGER | MINORE'S MEATS, LLC.
2025 - PRESENT

Assisted in brand development, logo creation, and website build through wordpress. I also manage their Google Business Profile. I also manage their website.

WEBSITE MANAGER | TAYLOR NELSON SLATTERY BERNARD PL
2025 - PRESENT

What started out as just supplying social media graphics has since become website management through wordpress.

SOCIAL MEDIA MANAGER / VIDEO EDITING | THE DENTAL JUMPSTART
2026 - PRESENT

Upon creating their logo, I manage their social media through Metricool scheduling content on multiple social media platforms while also assisting in editing raw video footage.



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WORK EXPERIENCE (CONTINUED)

VISUAL DESIGNER | ENSUREM LLC.
2022 - 2024

As a visual designer, it was my duty to present high-quality mockups for digital promotional graphics, email newsletter layouts, as well as landing page mockups. By working closely with the sales team and the art director, we have established thorough communication and understanding of roles that have brought us success. I oversee the creation of social graphics and create blog pages as well. We take pride in knowing our products are user-friendly and assist our target audience.

PROJECT / PERFORMANCE MANAGER | LEAD REVENUE
2022 - 2022

I am responsible for being the point of contact for our automotive dealerships across the country. I assist with the implementation and optimization for Google Profile Manager accounts to improve our clientele's Google analytics. I set up monthly performance reviews with our clients to go over their accounts in more detail.

SENIOR GRAPHIC DESIGNER | TINSLEY CREATIVE
2021

I was hired to design digital and physical graphics for local businesses across central Florida. I mainly focused on social media posts, billboards, brochures, and logos.

VIP GRAPHIC DESIGNER / UX DESIGNER / IMPLEMENTATION MANAGER / OEM COMPLIANCE MANAGER
FUSIONZONE AUTOMOTIVE
2016-2021

I was able to show my versatility in my time at fusionZONE Automotive. I was the Graphic Designer who oversaw our VIP automotive dealerships. I also oversaw the building of new or updated websites for clientele. This lead to user experience research and mockup creations. I also submitted and reviewed audits for our OEM brands (Nissan, Toyota, Honda, Kia, Acura, etc.).