

# TATE ALEXANDER HEISLER

*graphic design & creative marketing*

tateheisler.com  
dribbble.com/tateheisler  
submit form on website contact  
page for email and phone

## EDUCATION

- The University of North Carolina at Chapel Hill** ..... **Chapel Hill, NC**  
B.A. in Media and Journalism with Concentration in Advertising, Hispanic Studies Minor ..... May 2017
- Boston University Madrid** ..... **Madrid, Spain**  
Boston University Internship and Study Abroad Program ..... June 2015

## EXPERIENCE

*creative*

- 3 Birds Marketing / Graphic Designer** ..... **Chapel Hill, NC**  
June 2019–Present
- Designed ads, images, emails, and other visual assets for use by individual dealers according to the brand standards of their respective manufacturers
  - Visualized roll-up and segmented data evaluating dealerships' digital marketing presence for dashboards utilized by OEMs such as Toyota, Honda, and Nissan
  - Spearheaded 3 Birds' website redesign and updated marketing materials used for company sales
  - Managed creative department, including hiring and leading the creative intern
- Twain City Sports / Assistant Marketing Director** ..... **Winston-Salem, NC**  
August 2017–May 2018
- Produced content for and managed social media accounts, particularly Facebook, Instagram, and YouTube
  - Designed print/digital advertisements and branded content in both English and Spanish
  - Managed registration, payments, scheduling, and logistics at the Sportsplex
- Carolina Union / Junior Designer** ..... **Chapel Hill, NC**  
August 2016–May 2017
- Designed print/digital advertisements and branding materials such as logos, posters, t-shirts, buttons, ActiviTV ads, digital banners, et al. for officially recognized student organizations and University departments
  - Created and updated digital and building signage for the Carolina Union and other University departments
- Coleman Insights (MusicWatch) / Graphic Design Intern** ..... **Morrisville, NC**  
June–August 2016
- Designed slideshows and infographics to showcase key data to be presented to music industry companies, including Spotify and Pandora
  - Refined and edited pre-existing slideshows to better present information in a visually appealing manner
- Lopez-Li Films / Post-Production Video Intern** ..... **Madrid, Spain**  
May–June 2015
- Spent two-months using Adobe After Effects and Final Cut Pro to edit and refine film clips which became scenes in various feature-length documentary films
  - Translated Spanish transcriptions to English to be used for subtitles in feature-length documentary films

## *business*

- Chick-fil-A Research Triangle / Store Manager & Creative Marketing Assistant** ..... **Durham, NC**  
June 2018–June 2019
- Lead and directed 15+ team-members through breakfast and lunch rush while maintaining remarkable customer service, serving upwards of 1,500 guests per day
  - Guided team to increase daily sales, often over 20%, including breaking hourly daytime sales records
  - Supported store's Social Media Coordinator by providing designs, videos, and photos for social content

## SKILLS

*technical*

- Graphic Design (Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Microsoft Office Suite)
- Video/Photo Editing (Adobe Premiere, Adobe After Effects, Adobe Lightroom)
- Web Building (Basic HTML/CSS Coding Understanding, WordPress, Zoho Sites, Wix)

## *communications*

- Working proficiency in Spanish, Newswriting and Public Affairs Writing experience

## *leadership*

- Young Life / Volunteer Leader** ..... **Durham, NC**  
February 2014–May 2017, August 2018–Present
- The Fellows Initiative / Winston-Salem Fellow** ..... **Winston-Salem, NC**  
August 2017–May 2018
- Summer's Best Two Weeks / Camp Counselor** ..... **Hollsopple, PA**  
Summers of 2014, 2015, 2016