

# Abigail Ray, M.F.A.

CREATIVE DESIGNER & MARKETING PROFESSIONAL

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## Professional Summary

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Experienced Creative Designer with over 17 years of expertise, passionate about crafting visually stunning designs to enhance brand identities. During my tenure as the Associate Creative Director at gen.video, I spearheaded the development of compelling marketing materials across various B2B sectors and internal departments. Starting 12 years ago as a self-employed freelance creative designer, I remain eager and excited to bring my design prowess, creativity, and collaborative spirit to new projects and teams, aiming to achieve impactful brand outcomes. I have a proven track record of delivering successful projects to company leadership while leaving a mark with renowned clients like Coca-Cola Consolidated and The Walt Disney Company.

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## Areas of Expertise

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### Professional Skills

UX/UI Design | Graphic Design | Copywriting | Video Editing | SEO Development | Website Design | Podcast Production | Email Marketing | Social Media Marketing | Digital Marketing Contractor/Freelance Management | Budget Management | Photography | Videography Analytics | Set Design | Print Media | Budgeting | Event Planning | Presentation Design

### Technical Skills

HubSpot | Shopify | Wix | JotForm | Adobe Creative Suite | Microsoft Office | Spotify Canva | Google Business | Amazon Associates | Amazon Storefronts | Figma | YouTube Vimeo | Apple Podcast | MailChimp | Constant Contact | Wordpress | Monday | Asana AirTable | Riverside.fm | Facebook | Instagram | ChatGPT | ETSY | META Business Suite Google Marketing Platform | Synthesia

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## Professional Experience

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### Creative Designer, Self-Employed | Remote

2012–Present

As a self-employed professional, I thrive on the freedom to bring my creativity to a diverse range of projects, all from the comfort of my remote workspace. My expertise covers a wide canvas of mediums, from graphic design and website development to event planning and multimedia production. Over the years, I've had the privilege of collaborating with an array of clients, ranging from dynamic startups to well-established corporate giants. Some of the notable names in my portfolio include Coca-Cola Consolidated, Castle Bound Travel Company, LymeBytes! Symposium, Lyme HealHers, WellSupplements, UpCart, J&S Accounting and Tax Services, LowCountry Weddings, Hop House Brewery, William Lane Interior Designs, Professional Nutritionals, and a multitude of others. What sets me apart is my unwavering commitment to understanding the unique essence of each brand I work with. I'm not just about creating visually appealing designs; I aim to capture the heart and soul of a brand, resonating with its audience on a deeper level. Please reference my work at [www.abigailray.com](http://www.abigailray.com) for indepth examples from past partnerships.

### Associate Creative Director, gen.video | Remote

2021–2024

As the Associate Creative Director at gen.video, I lead creative design for internal marketing and client projects, overseeing UX & UI design for multiple websites, social media content creation, video production, third-party partnerships, influencer collaboration, and sales collateral design.

- **Proven Versatility:** Successfully developed and executed eye-catching marketing collateral across diverse B2B and internal departments, showcasing a track record of adaptability.
- **Multidisciplinary Expertise:** Adept at wearing many hats, from masterful HubSpot website design to crafting engaging podcasts, producing compelling videos, and designing captivating social media content while managing multiple projects simultaneously.
- **Collaborative Leadership and Communication Excellence:** Valuable asset with a knack for collaboration with leadership teams, effective management of both in-house teams and freelancers, and strong communication skills demonstrated in client presentations and persuasive sales collateral crafting.

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## Professional Experience Continued

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**Art Director, Saatchi & Saatchi X | Columbus, OH** 2019–2021

As a former Art Director at Saatchi & Saatchi X, I infused life into diverse internal and promotional marketing projects, leveraging design expertise and art direction skills. My profound understanding of the creative process ensured the consistent production of dynamic point of purchase collateral and videos deeply resonated with our target audience.

- **Compelling Visual Mastery:** Excelled in crafting captivating photography, compelling video content, and designing memorable in-store displays and packaging, always prioritizing client goals and brand identity.
- **Brand Transformation Expert:** Consistently transformed ideas into powerful marketing messages for leading brands, establishing a proven track record of connecting with consumers and making me an invaluable asset to any organization.

**Senior Graphic Designer, Kreber Creative | Columbus, OH** 2017–2019

As a Senior Designer at Kreber Creative, I partnered with cross-functional teams to execute impactful advertising campaigns for renowned brands like Club Car, Scott's Miracle-Gro, and Hamilton Beach. Proficient in print, digital, and in-store collateral, I consistently achieved project goals within timelines and budgets, showcasing expertise in print catalogs, website design, presentation aesthetics, and video production.

- **Channel Mastery:** Leveraged expertise across diverse marketing channels for a wide-reaching impact, spanning print, digital, and in-store domains. Maintained excellence across all channels to maximize effectiveness.
- **Effective Communication:** Cultivated robust communication channels with clients and internal teams, ensuring smooth project delivery and consistently contributing value to the team's success.

**Regional Marketing Manager, Wyndham Worldwide | Hilton Head Island, SC** 2016–2017

As Wyndham Worldwide's Regional Marketing Manager, I led impactful local and national campaigns, driving increased bookings and owner partnerships. Collaborating with creative teams, I crafted compelling designs for print, ads, social media, and email, resulting in significant sales growth and elevated brand visibility across multiple locations.

- **Strategic Influence:** As the Marketing Manager for Wyndham Vacation Rentals, Vacation Palm Springs, Hilton Head Island, Charleston's Islands, Gatlinburg & Pigeon Forge, I applied my expertise to deliver successful campaigns that significantly enhanced the brand presence and performance across diverse locations.

**Graphic Designer, The Walt Disney Company | Orlando, FL** 2015–2016

At The Walt Disney Company, I spearheaded design projects for internal and external communication, maintaining cohesive branding and messaging. My portfolio showcases compelling print collateral, captivating presentation designs, informative social media recaps, website design elements, and enlightening internal training materials during my 6 month temporary assignment.

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## Education

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**Savannah College of Art & Design, M.F.A. in Advertising | Savannah, GA** 2013–2015

**Radford University, B.F.A. in Advertising | Radford, VA** 2007–2011