

LINDA STEWART

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GRAPHIC DESIGNER | MULTIMEDIA SPECIALIST | DIGITAL MARKETING

I'm a passionate *Creative Designer* and results-driven *Digital Marketer* with a *Master's in Digital Marketing*. With a strong background in branding, social media, and interactive media, I thrive on developing compelling visual content and executing strategic digital campaigns that engage audiences and drive business growth. I excel at leading cross-functional teams, managing high-impact projects, and leveraging data insights to optimize content strategies. My goal is to blend creativity with data-driven decision-making to deliver impactful marketing solutions.

HIGHLIGHTS

- **Creative Leadership & Content Innovation:** Led design projects for top brands (NASA, Disney, Universal), increasing engagement and revenue. Awarded a Gold Addy for Graphic Design excellence.
- **Data-Driven Strategy & Digital Trends:** Developed content strategies using analytics to optimize campaigns and stay ahead of digital marketing trends.
- **Consumer Insights & Market Growth:** Provided design consulting for businesses of all sizes, using data-driven strategies to boost engagement and market reach.
- **Creative Development & 3D Design:** Designed digital assets for e-commerce and social media, producing cutting-edge 3D animations and videos for architecture and entertainment.
- **Marketing Strategy & Cost Optimization:** Delivered impactful branding and packaging designs, securing cost savings through research and supplier negotiations.

CORE COMPETENCIES

- **Graphic Design & Branding**
- **Digital & Multimedia Marketing**
- **3D Animation & Video**
- **Social Media Content Creation Strategy**
- **Web & UI/UX Design**
- **Video Production & Editing**
- **Social Platform Administration**
- **Data Analytics & SEO**
- **E-Commerce/Online Advertising**
- **Project & Budget Management**

EDUCATION

Northern Illinois University

Master of Science (M.S.) in Digital Marketing | 2021–2023 (4.0 GPA)

Ringling College of Art and Design

Bachelor of Fine Arts (BFA) in 3D Computer Animation

EXPERIENCE

Multimedia Marketing Assoc., Inc. | Government Contractor (Active Security Clearance), Orlando, FL (2024–Present)

- Currently developing and executing multimedia marketing strategies to align with government contract requirements while holding a Secret Clearance.
- Drive marketing efforts for trade shows, public engagements, and government-sponsored events.
- Design graphics and intranet content, ensuring compliance with federal branding and communication standards.
- Recognized for outstanding accomplishments and valuable support in furthering government endeavors.

Walt Disney World | Internship Guest Relations & Sales (2024)

- Completed Disney's training program, mastering guest relations, sales strategies, and customer engagement to enhance park experiences.
- Provided exceptional service, resolving guest inquiries, boosting sales through personalized recommendations, and implementing engagement strategies based on customer behavior insights.
- Collaborated with cross-functional teams, attended daily meetings, and contributed to operational improvements to optimize guest satisfaction.

DESIGNS BY LAS | Digital Marketing & Multimedia Consultant (2023)

- Freelance consultant specializing in digital marketing, branding, multimedia, and interactive design.
- Executed graphic design, branding, and marketing campaigns for clients including NASA, Disney, Universal Studios, and GoH2O (Whole Foods).
- Created award-winning marketing materials, websites, and social media, boosting engagement and conversions.
- Developed motion graphics, 3D animations, and video content for e-commerce.
- Designed visuals, packaging, and brand identities, driving online sales and customer engagement.
- Managed social media campaigns, e-newsletters, and digital ads to expand audience reach and brand awareness.
- Negotiated supplier contracts, achieving 25% cost savings on packaging for GoH2O.

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EXPERIENCE CONTINUED

ZHA, INC. | Senior Graphic Designer & 3D Multimedia Specialist (2004)

- Created architectural design renderings for Orlando International Airport and Universal Studios Orlando.
- Designed 3D models, interactive media, and video presentations for infrastructure and urban development projects.
- Led creative direction for animated films and marketing materials used in corporate branding and presentations.
- Provided technical and creative insights, including a 3D animation video, on RFPs (Request for Proposals) for Brightline's high-speed rail project connecting Orlando and Tampa.

BOOZ ALLEN HAMILTON | Top Secret Clearance | Senior Consultant & Multimedia Designer (2002)

- Managed \$250K+ multimedia and animation projects, overseeing teams of designers, video editors, and content developers.
- Designed high-impact marketing and training materials, including interactive videos, 3D animations, and e-learning modules. Provided creative direction and branding expertise, ensuring strategic alignment.
- Developed infographics, presentations, and digital assets for intelligence and defense projects.
- Collaborated with cross-functional teams to deliver high-impact visual solutions.
- Led team on CBT training modules at MacDill Air Force Base to instruct military personnel on satellite deployment and mobile site setup for field operations.

ARTHUR ANDERSEN & CO. | Lead Multimedia Designer (2000)

- Designed graphic user interfaces (UI/UX), multimedia training content, and digital assets for financial software applications.
- Created interactive presentations and corporate branding materials to enhance user experience and engagement.
- Developed interactive multimedia content, including Computer-Based Training (CBT) modules, for employee training and client education.
- Utilized Adobe Creative Suite, Flash, and UI design tools to produce high-quality graphics and animation

CERTIFICATIONS/TRAINING

Hootsuite Social Media Marketing Certifications (2023)
Google Fundamentals of Digital Marketing (2022)
Certified Web Design Specialist (CS5, CIW) (2022)
Tableau Essential Training (LinkedIn) (2021)
3D Studio Max and Maya Training Certification

TECHNICAL SKILLS

Graphic Design & Branding: Adobe Cloud Adobe (Photoshop, Illustrator, InDesign) Canva
Multimedia & Animation: Adobe Premiere Pro, After Effects, Final Cut Pro, 3D Studio Max, Maya
Data & Analytics: Google Analytics GA4, Tableau, Looker Studio, Figma
Web Development & UI/UX: HTML, CSS, WordPress, Dreamweaver
Social Media Platforms: YouTube, Instagram, Facebook, TikTok, LinkedIn

PUBLICATIONS

Author of: "The Magic of AI for Artists" & "Unlocking Success: How to Effectively Sell Your Artwork on Social Media"

COMMUNITY INVOLVEMENT

Volunteer Art Teacher: Lake Whitney Elementary & Windermere Elementary - Taught art classes for six years to students, fostering creativity and artistic expression.