

Elaina Frampton

Graphic Designer

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Education

BFA - Graphic Design
Georgia Southern University

Technical Skills

Adobe Suite

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- XD
- Acrobat

Microsoft

- Word
- Powerpoint
- Excel
- Outlook
- OneNote
- Forms

Web Apps / Other Tools

- Figma
- Wordpress
- Sharepoint
- BeePro
- Mailchimp
- Braze
- Monday
- Team Gantt
- Clickup
- BrandMuscle

Design Skills

Digital

- Website Creation / Development
- Email Design
- Google Ads
- Social Media Ads
- Video Creation

Print

- Literature & Sales Materials
- Print Ads
- Tradeshow Booth & Materials

Experience

Senior Graphic Designer
Delta Defense, LLC | USCCA : January 2024 - Current

- Lead creative direction for email marketing, guiding the design team in developing targeted campaigns and customer journeys that drive engagement and retention, while continuing to design high-performing emails. Serve as the Braze subject-matter expert, optimizing canvases, establishing best practices, and mentoring designers.

- Spearheaded scalable email templates across multiple departments, improving efficiency and consistency, and led a company-wide branding initiative by designing and implementing standardized email footers across all teams.

- Design high-converting landing pages and marketing collateral for membership acquisition using Unbounce, WordPress, and custom builds, translating concepts into seamless user experiences through Adobe XD & Figma.

- Partner cross-functionally with Marketing, Training, and Product teams to align creative with business goals, while leading team execution, maintaining QA processes, and contributing to centralized asset management to ensure consistency and quality across channels.

Senior Graphic Designer
EIS : May 2019 - January 2024

- Worked with the creative services team to rebrand the company, creating a new logo, branding guidelines, and collateral to reflect modern standards.

- Promoted to Sr. Graphic Designer in 2022, leading the design of two WordPress sites for newly acquired companies, including homepages, landing pages, graphics, and site maps (Optimizely). Collaborated with the digital marketing manager to maintain SEO value and improve site organization for better user experience.

- Managed monthly email campaigns, coordinating design and release to segmented internal and external audiences.

- Designed social media content and graphics, assisting the marketing communications manager in scheduling campaigns across external channels like Sugar Market and Sendible.

- Created print and digital materials for tradeshow booths (backlits, banners, videos, etc.). EIS/Midpoint Bearing received the ACP's Outstanding Sustainable Exhibitor Award at CleanPower 2022.

Digital Graphic Design Intern
Carter's | Osh Kosh : May 2018 - July 2018

- Aided the e-commerce graphic design team in creating digital assets for social media, external e-mail campaigns, Google ads, and website assets.

Graphic Design for Sustainability Intern
Gulfstream Aerospace : June 2017 - May 2018

- Worked with the Sustainability team to create print materials, infographics and slide decks to communicate sustainability initiatives company wide.