

STEVEN MYERS

DESIGN AND MARKETING

CONTACT

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PROFILE

7+ years of experience in marketing, graphic design, branding, and social media management in an in-house setting. Proven ability to capture a brand's voice and connect with customers through engaging and high-quality advertising, marketing campaigns, and content creation. Highly organized, detail-oriented, and adaptable to new challenges.

EDUCATION

Appalachian State University
Graduated May 2018

- **Bachelor of Science**
Communications - Creative Advertising
- **Minor**
Studio Art

SKILLS

- Graphic design
- Marketing and branding
- Social media
- Adobe Creative Suite and Canva
- Typography
- Print and digital advertising
- Effective communication
- Email marketing

EXPERIENCE

First Community Bank
Graphic Artist and Marketing Specialist
July 2018–April 2026

- Led the planning and creation of marketing collateral on a bimonthly cycle through each marketing year, contributing to an increased rate of customer account openings.
- Improved customer engagement by researching and incorporating market and demographic trends into advertising and social media content.
- Developed new customer-facing and internal informational materials to align with modern company practices and brand guidelines, better informing both customers and employees of company services.
- Coordinated print production with third party vendors, negotiating more effective pricing, translating designs to accurate products, and ensuring final deliverables always arrived on time.
- Regularly finalized designs with one to two follow-up consultations after initial proofs.
- Maintained a high output of quality creative work while managing multiple projects, and often under tight time constraints.