

# OLIVIA TINSLEY

## Brand & Creative Designer

oliviasdesignco.com

Miami, FL (relocating)

oliviasdesignco@outlook.com

812.272.4843

### CORE SKILLS

- Adobe Creative Suite
- Brand Strategy
- Content Development
- CRM & Client Management

### TOOLS

- Figma & Canva
- Email Marketing
- UX Prototyping

### COMMUNITY EVENTS

- Brand.Market.Expand Conference
- Shop Small
- Small Business Saturday



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### PROFESSIONAL SUMMARY

Strategic designer and marketing specialist with 10+ years of experience in brand development, small business advising, and creative leadership. Proven ability to drive engagement and growth through impactful design and integrated marketing.

### EXPERIENCE

#### Support Specialist & Business Advisor

West Central Indiana SBDC | 2025 – Present

- Advised entrepreneurs on planning, marketing, and growth strategy
- Led regional outreach, workshops, and event initiatives
- Maintained accurate client reports, and performance data within CRM systems to support program compliance and outcomes

#### Graphic Designer

Old School Promotions | 2024 – 2025

- Designed custom graphics for apparel, signage, and promotional products
- Prepared print-ready files and collaborated with production teams
- Worked directly with clients to translate ideas into brand-aligned visuals
- Managed multiple projects simultaneously while meeting tight deadlines

#### Founder & Business Owner

Olivia's Design Company | 2020 – Present

- Created branding, graphic design, and marketing projects for small businesses across retail, hospitality, and service industries
- Designed logos, print materials, digital assets, and websites aligned with client brand strategy
- Managed client relationships, timelines, and creative direction from concept through delivery

### EDUCATION

#### Bachelor of Science in Graphic Design

Full Sail University, Orlando, FL