GABRIELLE WASHINGTON

GRAPHIC DESIGNER | DIGITAL MARKETING COMMUNICATIONS SPECIALIST

Siloam Springs, AR | 304-813-8613 | graceandpurposestudios@gmail.com

Website & Portfolio: www.graceandpurposestudios.com

PROFESSIONAL SUMMARY

I am a graphic designer and digital marketing communications specialist with 6+ years of experience developing brand identities, integrated campaigns, social content, and multimedia storytelling for small businesses, churches, and nonprofit organizations. I combine creative direction, audience-focused messaging, and performance insights to help clients strengthen their visibility, engagement, and trust.

CORE SKILLS

Brand Identity & Visual Design | Digital Campaign Strategy | Social Media Strategy | Content Calendars | Copywriting | Email Marketing | Analytics & Reporting | Video Editing | Creative Direction | Client Presentations

PROFESSIONAL EXPERIENCE

Founder | Graphic Designer & Digital Marketing Strategist | Grace & Purpose Studios

Northwest Arkansas / Remote | Present

- Develop brand identities, marketing materials, website experiences, and social content for businesses and organizations.
- Manage creative projects from discovery and strategy through design, revisions, and final digital or print production.

Social Media Strategist Intern | The Red Rose Cleaning Company

Remote | Jun 2025 - Dec 2025

- Developed content strategies and editorial calendars that supported an 18% increase in website traffic and social media followers.
- Designed platform-specific graphics, copy, videos, and infographics for Facebook, Instagram, X, and LinkedIn.
- Tracked engagement and performance trends to refine content, keywords, hashtags, and campaign direction.

Graphic Designer & Marketing Director | Design Blessings LLC

Remote | Jan 2019 - Dec 2025

- Led client relationships, project management, brand strategy, design, and marketing from discovery through final delivery.
- Created logos, visual identities, social graphics, promotional collateral, and custom product designs using Adobe Creative Suite.
- Presented concepts, translated client feedback into revisions, and maintained brand consistency across print and digital touchpoints.

Graphic Designer | Purpose 2 Action

Morgantown, WV | Jan 2023 - Dec 2023

- Designed event signage, flyers, posters, tickets, brochures, and social graphics for campaigns and community-facing events.
- Prepared assets for web and print while maintaining visual quality, brand consistency, and production requirements.

Graphic Designer | The Foundry

Morgantown, WV | Jan 2023 - Dec 2023

- Designed graphics for church services, community events, programs, and ongoing activities.
- Created consistent visual materials to support communication with the church and surrounding community.

EDUCATION

Master of Science, Digital Marketing Communications | West Virginia University | 2026

Bachelor of Fine Arts, Graphic Design | West Virginia University | 2024

TECHNICAL TOOLS

Adobe Photoshop | Illustrator | InDesign | Premiere Pro | Canva | Wix Studio | Microsoft Office | Social Media Analytics | CRM Software