

# TOMMI KEYES

## CONTACT

Tommi Keyes | tommikeyes@gmail.com | 206.859.3380 | [tommikeyes.com](http://tommikeyes.com)

## EXPERIENCE

**Wilmar, LLC** - Graphic Artist & Marketing Assistant

**2016 - Present**

- Produce captivating content across diverse print mediums, digital, web, and photography.
- Thrive in a fast-paced corporate environment, consistently delivering custom sales flyers, signage, and presentation materials to bolster customer marketing efforts.
- Collaborate closely with sales, product development and marketing teams to devise enhanced marketing strategies tailored to resonate with target markets, resulting in notable sales and purchase orders.
- Direct publication design initiatives, execute the creation of biannual special edition sales flyers exceeding 30 pages as well as manage the updates of the master catalog spanning almost 400 pages with over 4,000 SKUs.
- Spearhead product packaging design endeavors for multiple brands, including prominent private label items for leading national brands such as O'Reilly's Auto Parts, AutoZone, and NAPA Auto Parts, adhering meticulously to brand guidelines and style directives while introducing innovative packaging styles.
- Proficiently prepare print-ready files for both domestic and international printers, liaising with numerous vendors in Asia to ensure optimal print quality and adherence to specifications.
- Manage digital assets within the art department, including product photography, from inception to finalization, encompassing image capture, editing, retouching, and color correction.
- Supervise, coordinate and execute photoshoots, review all images generated by internal and external photographers, and process images while maintaining/managing the Digital Asset Management system.
- Orchestrated the creation of web, email blast, and social media graphics bi-monthly in collaboration with the marketing manager and sales team, identifying product families in need of additional promotional support and crafting dynamic, engaging graphics to drive sales initiatives.

## FREELANCE

**The Boards**

**2015 - 2020**

Designed a simple yet recognizable logo that was reminiscent of band logos from the 1960's with the incorporation of skateboard imagery. Created a grungy vector illustration for their debut EP album artwork, "Chipped Teeth". Vector illustration for "Go Away" single artwork.

**Banana Recording**

**2019**

Illustrated a logo for a fun loving and laid back recording studio based out of South Florida.

**Snohomish Youth Volleyball**

**2016**

Designed a modern logo that encapsulates the spirit of youth sports and illustrates the beauty that surrounds Snohomish County.

## EDUCATION

**Whatcom Community College**

Associate of Arts in Visual Communications

**2013 - 2015**

## SKILLS

**Adobe Creative Cloud**

Photoshop, Illustrator, InDesign, Lightroom, Acrobat, Premiere Pro, Dreamweaver and After Effects

**Microsoft 365**

Word, Excel, PowerPoint, and Outlook

**Photography/Video**

Nikon, Canon, and Panasonic - Photo and Video

**Social Media**

Facebook, Instagram, Twitter, and Youtube

**Web**

HTML/CSS, Wordpress, and Squarespace

## REFERENCES

**Chris Favro**

Regional Sales Manager

206.427.8144

[cfavro@wilmarllc.com](mailto:cfavro@wilmarllc.com)

**Tucker Edwards-King**

Regional Sales Manager

425.274.6746

[tking@wilmarllc.com](mailto:tking@wilmarllc.com)

**Doug Hehn**

Cascadia Packaging

206.321.1884

[doug.hehn@icloud.com](mailto:doug.hehn@icloud.com)