



MICHELE WASHBURN

GRAPHIC DESIGN | MARKETING | SALES

CONTACTS

-  mlwashburn.com/work
-  412.370.1445
-  mlwashburn33@gmail.com
-  6106 Broad St.
South Park, PA 15129

EDUCATION

The Art Institute of Pittsburgh
BS Degree in Graphic Design
2005 - 2008

The Art Institute of Pittsburgh
Diploma in Web Design
2009 - 2011

DESIGN SKILLS

Advertising Design
Image Manipulation
Packaging Graphics
Marketing Design
Corporate Identity
Logo Design
Digital Design
Web Design
Production Design
Retail Design
Social Media

TECHNOLOGY SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat
Microsoft Office
Basic HTML
Mac OS & Windows

PROFESSIONAL EXPERIENCE

SALES & MARKETING ASSISTANT

Friendship Village - A Lifespace Community - Upper St Clair, PA
December 2024 - Present

Coordinate and execute sales and marketing events, including resident referrals, lead generation, and housewarming celebrations, ensuring smooth logistics and an exceptional experience. Manage tour scheduling, providing personalized guidance to prospective residents. Handle data entry, maintaining accurate resident and prospect records. Provide administrative support, including phone management, email correspondence, and document filing. Assist clients with residency paperwork, including financial and health forms, ensuring compliance. Foster strong relationships with residents and prospects, supporting a smooth transition. Collaborate with the sales and marketing teams to develop strategies for promoting community events.

GRAPHIC DESIGNER

Retail Without Boundaries (RwoB) - Pittsburgh, PA
February 2022 - June 2024

Design and prepare print-ready files in a fast-paced environment, delivering a diverse range of large-format custom installations, vinyl graphics, wayfinding signage, product cards, point-of-purchase displays, end caps, and other marketing materials for top-tier brands such as Dick's Sporting Goods, Public Lands, Golf Galaxy, and Xfinity. Collaborate closely with project managers, account directors, and vendors to ensure seamless execution and high-quality results.

GRAPHIC ARTIST/VISUAL MERCHANDISER

Giant Eagle - Pittsburgh, PA
July 2021 - February 2022

Design signs, posters, banners, and other promotional materials to help customers navigate the store efficiently. Serve as the on-site expert in visual communication, enhancing visual merchandising through effective graphics and visual materials.

GRAPHIC DESIGNER - FREELANCE

PCS Software - Houston, TX
May 2020 - December 2020

Responsible for designing a wide range of marketing materials, including web banners, advertisements, executive and corporate PowerPoint presentations, Google ads, brand identity kits, mailers, and website graphics.

GRAPHIC DESIGNER

PlanSwift by ConstructConnect - Centerville, UT
July 2011 - May 2020

Responsible for designing and producing a wide range of marketing materials, including logos, product slicks, web graphics, promotional items, email campaigns, infographics, brochures, social media content, advertisements, and trade show assets. Additionally, I managed the creation, updating, and maintenance of content across various platforms, while tracking and analyzing performance metrics to optimize engagement and reach on multiple social media channels.