

# Pamela Merritt

## **INTERIOR DESIGNER, ARTIST, GRAPHIC DESIGNER**

Villa Rica, GA 30180

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I am an energetic and motivated designer with a passion for creating something beautiful. My design skills and experiences have a wide range encompassing interior design as well as traditional print, web, and digital design. I also have an extensive amount of experience in branding and marketing from years of brand marketing in the corporate sector.

Please visit my online portfolio: <https://pamelamerrittdesigns.com/designportfolio/>

Authorized to work in the US for any employer

## Work Experience

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### **VIRTUAL INTERIOR DESIGNER**

Havenly - Atlanta, GA

March 2022 to Present

- Interface with clients to create an e Design of their space according to their style and specifications.
- Meet quotas for customer satisfaction and sales from selected products in each design delivered.
- Source products across wide variety of vendors.
- Deliver each design phase on time.
- Collaborate with the design team on new products and projects.

### **INTERIOR DESIGN/PROJECT MANAGER**

Starrex, International - Contractor - Houston, TX

March 2021 to February 2022

- Management of all aspects of FF&E for Executive Office Project
- Virtual Design of executive office space in a commercial setting - including build-out of 3d virtual space and 3d models of products
- Sourcing and purchasing of all approved products for new space
- Management of multiple vendors, deliveries, and returns.
- Worked directly with the General Contractor and subs selected to remodel the space to coordinate installation of electrical outlets, light fixtures, door placements, etc.
- Installation of approved designs including assembly, when necessary, of furniture items, placement of all items, installation of wall finishes such as full wall murals and faux stone wall panels, as well as furniture refinishing.
- Design and implementation of company signage including multiple logos as well as industry-specific banner artwork for use as a display in office or tradeshow.

### **DESIGN LEAD**

Modsy.com - Atlanta, GA

October 2018 to February 2020

- Development and management of over 20 remote interior design stylists

- Responsible for Interior Design for top tier customer base
- Responsible for maintaining excellent customer satisfaction scores on all designs submitted
- Implemented training program for stylists with below average customer service scores
- Successfully guided all probationary stylists in my group back to above average scores within a two week time frame
- Provided weekly contributions as part of the management team for our style network.

## **FREELANCE WEBSITE MANAGER, GRAPHIC DESIGNER, COPY WRITER**

Independent Contractor - Atlanta, GA

January 2009 to October 2018

- Design and deliver complete website packages including all design elements and functionality
- Management of social media strategy to increase website performance
- Ongoing website content management including website landing pages, home page promo features, image galleries, blog articles, videos, social media posts, and more
- Graphic design of business letter head, business cards, flyers, coupons, logos, print and online ads, photo editing and retouching.
- Design and maintain identity and marketing campaigns for various clients
- Blog writing / management development
- Launched and managed online auction house for fine art
- Design and management of online storefronts for selling merchandise online.

## **DIRECTOR, ONLINE ASSETS**

Hotel Management of New Orleans - New Orleans, LA

January 2008 to January 2009

- Managed all company graphic design projects including print and online design work.
- Responsible for managing all vendor relationships and interactive agency relationships.
- Management of all online content and design for 6 major company websites including forequarter.com, placements, aristotelian.com, princeconti.com, valentinohotels.com, and basinstation.com
- Responsible for state-wide database of destination content called LASameday.
- Responsible for management and maintenance of all search engine marketing.
- Responsible for strategy, design, deployment, and database management for company email campaigns.

## **SR. MANAGER ONLINE MARKETING**

MEMPHIS CONVENTION AND VISITOR'S BUREAU - Memphis, TN

September 2007 to December 2008

- Responsible for managing all vendor relationships and interactive agency relationships.
- Responsible for the project management of major site redesign.
- Managed and maintained all online graphic design needs.
- Required to provide recommendations for project outline and plan for upcoming fiscal year.
- Manage the day -to-day content generation and maintenance of all Bureau websites.
- Work with members to maintain current and relevant copy online and collaborate on stronger marketing initiatives for our businesses online.
- Create and manage online marketing campaign surrounding new 2008 marketing/PR initiative.
- Managed monthly email campaign including design and content generation.

## **DIRECTOR ONLINE MARKETING**

HILTON HOTELS CORPORATION - Memphis, TN

September 2001 to December 2006

- Responsible for a multi-million dollar budget and the negotiation and management of multiple web content vendors.
- An integral part of the marketing and online teams that made Hilton.com one of the top 20 highest-grossing websites online today grossing over \$2 billion in revenue annually.
- Executed the multi-brand "Luggage Cart" marketing campaign requiring extensive work with an interactive agency to create the campaign concept, define the marketing strategy for the campaign, and implement the ad placements.
- Worked with all brand marketing teams as well as four marketing managers that reported directly to me in order to launch various marketing campaigns and promotions.
- Member of several teams that launched over 5 redesigns and have been responsible for the launch of two entirely new websites, hiltonfamily.com and myleisuretrip.com.
- Supported the HHonors loyalty program online marketing initiatives as well as the Hilton Family initiatives that targeted customers loyal to all brands within the Hilton Family.
- Part of the initial team that developed, implemented, and then trained marketing/agency teams on SEO SEM guidelines set for the Hilton Family of Brands across all platforms.

## Education

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### **RIDQC Certification in Interior Design**

New York Institute of Art and Design - New York, NY

June 2022 to Present

### **BACHELOR OF ARTS (Magna Cum Laude) in ENGLISH**

UNIVERSITY OF MEMPHIS - Memphis, TN

1994 to 1998

## Skills

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- Management level Interior Designer with Autocad and 3D design experience. Currently on course to sit for the RIDQC Exam by end of year 2022. Expert level graphic designer with intricate knowledge of computer systems, Microsoft Office, Adobe Creative Suite, HTML, CSS, Wordpress, and more. (10+ years)
- Adobe Photoshop
- Graphic Design
- Interior Design
- Adobe InDesign
- HTML5
- Search Engine Optimization (SEO)
- Adobe Illustrator
- Adobe Creative Suite
- Layout Design
- Blogging
- Branding
- SEM

- CSS
- Typography
- Content Development
- WordPress
- Photo manipulation
- Adobe After Effects
- Marketing
- English
- Conflict management
- Web design
- Project management
- Hotel experience
- Constant Contact
- Email marketing
- Microsoft Powerpoint
- Microsoft Excel
- Content Creation
- Commercial interior design
- Windows
- Sketchup
- Usability
- Color theory
- MailChimp
- Construction management
- AutoCAD
- Google Docs
- Adobe Lightroom
- Social media marketing
- Digital Marketing
- Content Management
- E-commerce
- 3ds Max
- Content management systems
- Revit
- CAD
- Illustration

## Links

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<http://pamelamerrittdesigns.com>

## Groups

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### **University of Memphis Alumni Association**

Present

Alumni association for my alma mater.