

# MBA Creative



## Troy R. Alston

### CONTACT

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#### Instagram

MBA\_Creative

### EDUCATION

#### MBA

Warner University

#### Bachelor of Arts

Business Marketing

Warner University

#### Associates of Arts

General Studies

Warner University

#### Graphic Design Courses

Art Institute of Jacksonville

### INNOVATIVE FOODSERVICE GROUP

Graphic Designer and Multimedia Coordinator

Nov 2024 - Present

Create SEO-optimized blog posts, product descriptions, and website content to boost brand visibility and search performance.

Produce graphics and digital assets for e-commerce platforms, retail sites, and social media.

Design marketing materials including flyers, catalogs, banners, and advertisements across print and digital formats.

Develop e-commerce content such as social media posts, product reviews, and long-form articles to support product launches.

Conduct competitor research and collaborate with SEO specialists and web developers to optimize content strategy and engagement.

Track and analyze digital content performance using SEO tools and Google Analytics to improve reach and conversions.

### XEROX (CONTRACTOR)

Healthcare Forms Designer

Mar 2024 - Nov 2024

Design, revise, and manage healthcare forms and digital documents from concept to print.

Serve as primary client interface, providing creative solutions and visual enhancements.

Develop and modify documents using office, desktop publishing, and form design software.

Standardize forms for improved efficiency and consistency.

Track projects and guide clients on best practices for high-quality document production.

### UNIVERSITY AREA CDC

Graphic Designer and Brand Manager

Jan 2023 - Feb 2024

Implement marketing and advertising strategies by preparing campaign plans, objectives, and supporting materials.

Design creative layouts and copy for marketing campaigns, including presentations, flyers, brochures, event materials, logos, and other collateral.

Oversee community outreach initiatives in collaboration with the Outreach Coordinator.

Support the planning and execution of special events to enhance brand engagement and visibility.

Create and deploy digital marketing content, managing recipient lists and campaigns through Constant Contact.

Coordinate marketing displays at special events and manage usage and tracking across staff members.

Print, organize, and maintain promotional materials for the welcome center, and produce weekly slideshows for lobby TV displays.

Photograph internal and external events and maintain an organized electronic archive of digital image files.

## SKILLS

Graphic Design, Marketing, Branding, Coding (HTML/CSS), Social Media Marketing, Social Media Management, Email Marketing, Creativity, Freehand Sketching, Photography, Time Management, Interpersonal Skills, Analytical Thinking, Problem Solving, Good Communication, People Management

## SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Premier, Acrobat, XD), Magento, Word Press, Mail Chimp, Constant Contact, MS Office, Spot Hub, OptiSigns, Constant Contact, Monday

## HOBBIES

**Competitive Stair Running** (Fun Fact - I received the Key to the City in Niagara Falls, Canada from Mayor Jim Diodati. Google "Troy Alston Stairclimber" for the reason why), **Track and Field, Working Out, Drawing/Art, Reading, Hiking, Mini Golf**

## ADVENTHEALTH

**Graphic Designer and Multimedia Coordinator**  
Sept 2021 - Jan 2023

Support the Director and marketing team in developing and executing graphic design projects and multi-channel ad campaigns, including newspaper, magazine, outdoor, and internal advertising for the hospital and affiliated physician practices.

Design and coordinate publication of the hospital's magazine NWGA Health, as well as direct mail pieces and special design projects.

Create graphics, intranet content, and website banners for the hospital's online presence, including social media channels.

Photograph providers for professional headshots and capture events across the hospital campus for marketing and documentation purposes.

## ASHLEY FURNITURE INDUSTRIES

**International Graphic Designer and Marketing Coordinator**  
Nov 2017 - Sept 2021

Manage and support strategic marketing initiatives that drive international sales and brand growth.

Build, maintain, and oversee a comprehensive marketing content database for international retail partners, ensuring consistent global brand representation.

Collaborate with international retail stores to fulfill advertising requests and provide marketing support.

Develop and manage relationships with preferred marketing vendors to optimize project quality and efficiency.

Prepare, design, and manage print and digital advertisements across multiple markets.

Create signage and visual materials for international furniture shows and exhibitions.

Design new product landing pages to support product launches and digital merchandising efforts.

## BENNER CHINA & GLASSWARE

**Graphic Designer and Marketing Specialist**  
Nov 2015 - Nov 2017

Manage social media accounts and create targeted email marketing campaigns using Mailchimp to increase engagement and customer outreach.

Produce graphics for social media platforms and design sales sheets, promotional materials, and website banners.

Update and maintain website content through the Magento CMS, ensuring accuracy and user-friendly navigation.

Collaborate directly with customers to deliver tailored graphic design solutions that meet brand and marketing needs.