

LaCretia Marshall

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SUMMARY

Results-oriented military veteran and freelance graphic designer. Skilled in various design programs, delivering impactful designs and exceptional customer experiences. Proven ability to problem-solve, multitask, and thrive in fast-paced environments. Seeking a challenging role to leverage design expertise and contribute to company growth.

EXPERIENCE

Teacher Assistant

Various Locations, June 1988 - December 2022

- Facilitated learning experiences at multiple educational institutions, fostering critical thinking and problem-solving skills among students.
- Maintained safe and orderly classroom environments and collaborated with colleagues to integrate diverse subjects into cohesive lesson plans.
- Established positive relationships with parents to ensure effective communication regarding student progress and well-being.
- Created visually appealing activities to engage students and activities for arts and crafts instruction.

Chief Warrant Officer Personnel Administration

US Coast Guard, Portsmouth, VA, May 1998 - July 2021

- Functioned as Awards and Ceremony Coordinator creating virtual and printed presentations, awards, brochures, and marketing materials.
- As Command Secretary, responsible for creating, editing, and reviewing all correspondence for command approval and distribution. Created weekly newsletters for distribution to internal and external commands throughout the District and Coast Guard.
- As training manager and personnel accountability manager, generated various reports to track data and present them to command officials.
- As a subject matter expert in human resources and personnel administration, providing leadership and management within the organization.
- Developed and implemented policies and procedures to ensure compliance with government regulations and improve organizational efficiency. Created and maintained Standard Operating Procedures (SOPs) for command functions.
- Coordinated with various departments to ensure smooth operations and conducted investigations into complaints to recommend corrective actions.
- Used problem-solving skills to conduct investigations into complaints from customers or employees regarding violations of company policy.
- Served as Web Manager with a proven track record of developing and executing successful digital strategies. Possessing a deep

GRAPHIC DESIGN SKILLS:

Soft Skills

- Communication
- Interpersonal Skills
- Teamwork

Technical Skills

- Microsoft Office Suite
- Project Management Tools
- Figma

Design Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Web Design - (User Interface – UI Design)
- Web Development – HTML, CSS, JavaScript, WordPress, Sublime Text
- User Experience (UX) Design Research and Interview Skills

understanding of website design, user experience, and search engine optimization (SEO).

Deli Manager

Food Lion, Portsmouth, VA, February 1992 - March 1998

- Oversaw daily operations of the deli department, including staffing, scheduling, and merchandising.
- Implemented marketing strategies to increase sales and conducted regular inspections to maintain food safety standards.
- Provided guidance and mentorship to team members on customer service and food handling techniques.
- Created unique promotional displays for weekly, monthly, and holiday displays, cake decorating designs, party tray designs, and advertisements.

EDUCATION:

- Associate of Arts in Business
- Associate of Arts in Graphic Design
- Bachelor of Science in Organizational Management

ADDITIONAL CERTIFICATIONS:

- Certification in UX/UI Design
- Team Leader Facilitator Certification
- Grammar/Proofreading Certification
- Paralegal Studies Certification

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/lacretia-marshall/>
- <https://lacretiamarshall.com/>

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