

# Jaret Peerson

BRAND & MARKETING DESIGN

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## PROFILE

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Creative leader with 10+ years of experience shaping brand identity, marketing, and strategy across multiple industries. Skilled at leading high-performing teams and executing multi-channel campaigns that increase brand visibility and drive measurable growth. Thrives at the intersection of design, data, and performance, leveraging visual storytelling to create consistent and differentiated brand experiences.

## CAREER HIGHLIGHTS

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- Helped 20+ enterprise clients scale through consistent brand identities and visual storytelling.
- Boosted production efficiency by 50% by implementing design templates, asset libraries, and standardized practices.
- Elevated brand impact by advising the C-suite on creative strategy, market trends, and sales opportunities.

## PROFESSIONAL EXPERIENCE

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### PRACTICE PROMOTIONS™

(2020–Present)

A marketing agency that helps physical therapy clinics scale through strategic design and websites.

#### Senior Graphic Designer

Responsible for overseeing the production of web, digital, social, and print designs, coordinating and mentoring a team of designers, and ensuring high levels of client and team success through leadership, delegation, and strategic planning.

- Helped 20+ enterprise clients scale through consistent brand identities and visual storytelling.
- Boosted production efficiency by 50% by implementing design templates, asset libraries, and standardized practices.
- Elevated brand impact by advising the C-suite on creative strategy, market trends, and sales opportunities.
- Fostered innovation by mentoring a team of 10+ designers, conducting training sessions on emerging design trends and tools.

#### Graphic Designer

Responsible for creating high-quality marketing materials, including websites, ads, social media, newsletters, and emails for clients.

- Expanded market reach for 50+ clients by executing multi-channel marketing campaigns.
- Optimized design strategies using user feedback and KPIs, iterating quickly to drive measurable results.

### PROTOTYPE ADVERTISING

(2017–2019)

An advertising agency that delivers tailored design and marketing solutions for businesses.

#### Graphic Designer

Responsible for crafting custom branding and marketing solutions to help clients stand out in crowded markets.

- Drove customer attraction by crafting cohesive brand identities, including logos, color palettes, branding guides, and custom imagery.
- Enhanced client differentiation by creating unique designs such as car wraps, large-scale murals, and custom illustrations.

### LYNCHBURG PHOTOWORKS

(2016–2017)

A creative studio that provides photography, printing, and design services to enhance brands.

#### Graphic Designer

Responsible for managing design projects, overseeing print operations, and collaborating with clients in a fast-paced environment.

- Increased company revenue by designing the company's first website, showcasing services, gear rentals, and upcoming workshops.
- Enhanced the studio's branding by creating event collateral, social assets, and promotional materials.

## EDUCATION

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**Liberty University** | Bachelor of Science, Studio and Digital Arts – Graphic Design, Minor in Photography

## TECHNICAL SKILLS & CERTIFICATIONS

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**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, XD, Acrobat, After Effects

**Design and Development:** Figma, WordPress, Webflow, HTML, CSS, JavaScript, GSAP, Lottie, Visual Studio Code

**Project Management and AI:** Google Suite, Monday.com, Notion, Miro, Trello, Basecamp, Chat GPT, Midjourney, DALL-E

**Certifications:** Figma UI UX Design Essentials, Webflow Layouts Level 1, Lean Six-Sigma Black Belt