

# LaRue L. Calliet, Jr.

laruecdesign@gmail.com | 919.273.0614 | [www.LaRueC.com](http://www.LaRueC.com)

## Profile

Motivated creative director with extensive experience producing engaging, creative, and innovative images as well as print designs for clients in a broad range of industries. Extremely adept at layout development and branding. Exceptional leadership and team building skills. Well-developed written and oral communication skills. Proven success developing and leading creative direction for solid and effective marketing strategies and campaigns.

## Core Skills

- Graphic Arts Technology
- Animation, Illustration, and Design
- Digital Photography
- Studio Photography
- Web Design
- Social Media Management
- Staff Development and Leadership
- Marketing and Advertising
- American Sign Language

## Technical Skills

- HTML5
- CSS3
- JavaScript
- Adobe Photoshop CS6
- Adobe Illustrator CS6
- Adobe InDesign CS6
- Adobe Dreamweaver CS6
- Microsoft Office
- Final Cut Pro X
- Adobe After Effects CS6
- Adobe Premiere Pro CS6

## Professional Experience

### Graphic Design

- Designed and created logos, brochures, fliers, banners, email templates, t-shirt designs, and other promotional materials to support large-scale marketing campaigns.
- Led teams responsible for implementing ideas and devising marketing tools for major organizations including government, sport, and restaurant industries.
- Supervised teams responsible for new business development and retention.
- Writes, publishes, and distributes agency newsletter, and assists in distributing targeted agency announcements.

### Photography

- Skilled at organizing editorial, lifestyle, and promotional photo shoots.
- Managed large volumes of data and photographs.
- Re-touched, color-corrected, optimized, and transferred photos to content management system; completed all aspects of post-production.
- Established the identity, mission, website, social media presence and business of LaRue C Photography.
- Direct and photograph State of Georgia agency photo shoots for employees and other projects.
- Serves as agency photographer for all new employee identification and special events.

### Project Management

- Served on leadership team responsible for resolving consumer issues regarding Apple products.
- Improved troubleshooting flow of Apple products in collaboration with support team.
- Assisted with the development of specific marketing agenda for such brands as Taco Bell, Chick-Fil-A, Subway, and Panda Express.
- Successfully executed freelance clients artistic and project goals from brief to fulfillment.
- Act as single point of contact for over 6,000 employees, 4 divisions, 50 offices, 6 field offices and 5 regional hospitals.
- Lead, develop and execute creative brand decisions.
- Assist with cross agency creative projects and meetings with duties including live stream events for social media, email marketing and design marketing materials.

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## Web Design and Social Media Development

- Updated websites and LED information screens to drive student interest and involvement.
- Supervised the design and development of client websites from concept to final product.
- Collaborated with marketing, IT, as well as other departmental teams to enhance the company's brand and social media presence.
- Researches and implements web technology to enhance existing capabilities.
- Assist with cross agency creative projects and meetings with duties including live stream events for social media, email marketing and design marketing materials.
- Integrates website operations with other agency business systems.
- Manages relevant news stories about the agency in the press.
- Manages intranet to support internal communications and business processes.

## Typography

- Created customized logos and branding.
- Developed templates and layouts for newsletters, posters, and print ads.
- Prepared designs and artwork for personalized business cards.

## Employment History

- **Contributor**, Wussy Magazine; October 2017-Present
- **Webmaster/Communications Coordinator**, Georgia Department of Behavioral Health and Developmental Disabilities; Apr 2017-Present
- **Freelance Graphic Designer/Web Designer & Photographer**, Atlanta, GA; May 2012-Present.
- **Customer Support Specialist/Apple Support Tool SME**, AT&T Mobility, Memphis, TN; August 2013-April 2017.
- **Graphic Designer**, Aramark, Memphis, TN; April 2015-September 2015.
- **Graphic Designer**, University of Southern Mississippi Department of Recreation Sports, Hattiesburg, MS; September 2009-May 2012.

## Education

University of Southern Mississippi  
Bachelor of Interdisciplinary Studies  
Concentration: Graphic Design/Public Relations  
May 2012