

LaRue L. Calliet, Jr.

laruecalliet@gmail.com | 919.273.0614 | LaRueC.com | Greater Atlanta area

Profile

Communications and design expert experienced in developing B2C relationships and buy in, developing leads, and enhancing brand visibility and trust. Advanced skills in Adobe Creative Suite, written and oral communication, project management, team management and multi-tasking.

Core Skills

- Creative/Art Direction
- Animation, Illustration, and Design
- Time Management
- Detail Oriented
- Web Design
- Public Speaking
- Social Media Management
- Staff Development and Leadership
- Digital Marketing and Advertising
- American Sign Language (beginner)

Technical Skills

- HTML5 & CSS3
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Microsoft Word
- Microsoft Excel
- Final Cut Pro X
- Google Analytics
- Digital Photography

Education

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

Employment History

Webmaster/Communications Specialist, Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD); April 2017 - Present

Key responsibilities are to manage the content, layout, and creative direction for the agency internal (intranet) and external websites, social media/networks, internal and external communications. Develop, design and manage the distribution of all print and digital media produced by the agency. Conduct quality check-up on all brand elements. Develop and oversee the administration of processes to ensure brand integrity. Photograph events held by the state and manage an ever-growing photo library. Facilitate media-buying, radio ads, billboards. Production lead on all video projects.

Collaborate with specialty team members for press relations, legislative affairs, constituent services and community affairs. Partner with other state agencies on web reports via Google Analytics, Drupal development, and content cohesion. Participate in multi-agency collaborative efforts to bring awareness to the available programs and services in the state of Georgia. Work with external partners to develop new and innovative strategies to increase engagement across multiple platforms.

Independent Design and Photography Consultant; May 2012 - present

LaRue L. Calliet, Jr.

laruecalliet@gmail.com | 919.273.0614 | LaRueC.com | Greater Atlanta area

Develop comprehensive client plans geared to enhance brand infrastructure by tailoring request to market demands and changes, increase customer engagement, and increase overall profit margins. Partner with the client to refine the vision for the brand and develop artwork to be used across various forms of media (social, web, email, direct mail, etc.). Develop client websites using HTML5, CSS3, Javascript and JQuery languages and used the Adobe Creative Suite programs to design comps, wire-frames, and other design elements.

Direct and produce photo shoots from concept to completion while managing a team of professionals. Complete professional high-end retouching, manage the product delivery process, execute pre- and post-production tasks for clients in retail/e-commerce, beauty, and fashion industries.

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.

Involvement and Certifications

State of Georgia Digital Center of Excellence, 2018

In collaboration with the Georgia Technology Association and other agencies, the State of Georgia Digital Center of Excellence re-architect, re-design, and re-develop the web standards for the GeorgiaGov platform.

State Certified Content Specialist, 2018

Presented by the Georgia Technology Association, the certification encompasses branding, content creation, Google Analytics and editorial style guides.