

BELLE TABOR

GRAPHIC DESIGNER
MARKETING & ADVERTISING



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haybelleart.com

BENTON LANE

(FORMERLY VANQUISH MARKETING)

Graphic Designer

May 2024 - Present

- Manage email and SMS marketing creative and strategy for more than two dozen ecommerce clients, developing campaigns that align with brand identity, audience needs, and broader retention goals.
- Develop paid advertising creative across Meta and Google, translating campaign strategy and messaging into visual concepts and production-ready assets.
- Collaborated on a company-wide rebrand, contributing to the redesign of the company website, marketing materials, and broader visual identity.
- Design print and direct mail materials, including brochures, postcards, posters, and other campaign collateral.
- Work directly with clients and internal collaborators to develop ad strategies, interpret performance data, and adapt creative based on campaign goals and results.

HAYBELLE DESIGNS LLC.

Designer + Strategist

2022 - Present

- Provide email and SMS marketing services spanning campaign strategy, customer retention, creative development, and content management.
- Develop brand identities and visual systems.
- Manage client websites, including content updates, visual improvements, and ongoing site support.
- Produce product photography and visual assets to support client marketing and brand initiatives.

CITY SUPPLY

Store Manager & In-House Designer

Jun 2021 - Jan 2024

- Created and licensed original designs for merchandise and marketing materials sold in-store and online.
- Managed day-to-day storefront operations, including staff, inventory, and merchandising.

EDUCATION

University of Arkansas | 2022-2026

Bachelor of Fine Arts in Graphic Design

SKILLS

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Lightroom Classic

Figma

Canva

Shopify

Wix

Klaviyo