

Jaret Peerson

BRAND & MARKETING DESIGN

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PROFILE

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

- 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

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

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

TECHNICAL SKILLS & CERTIFICATIONS

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

Design and Development: Figma, Webflow, HTML, CSS, WordPress, Squarespace, Canva, Mailchimp

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