

SUZANN GILLE

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Portfolio:
suzanngille.com

EDUCATION

Maryville University
of Saint Louis

Bachelor of Fine Arts
in Visual Art:
Photography & Digital Media

Minor in Communications

Magna Cum Laude 2017

SPECIALTIES

Adobe Creative Suite:
Photoshop, Illustrator,
InDesign, Premiere,
Lightroom, CorelDRAW,
Commercial Photography,
Print Production,
Social Media Analytics,
Content Creation,
Video Editing, Art Direction,
Advertising Development,
Trade Communications,
Image Retouching,
Digital Asset Management

EXPERIENCE

Grey Eagle Distributors – Senior Graphics Coordinator

May 2019 - Present

- Design and produce graphics to support merchandising and sales programs that coincide with Anheuser-Busch target goals and increase brand visibility in the marketplace for more than 3,000 retail customers.
- Lead creative design for retail POS and experiential elements including sales floor displays, trade materials, permanent installations, activation tools, pricing, events, vehicle wraps, and more.
- Print and assemble signage utilizing PC hardware, HP large format printers, Graphtec plotters, laminators, etc. Work with teams to install large projects on-site.
- Ideate localized programming and create custom designs that tap into the region's partnerships, culture, and people for big regional accounts such as Dierberg's, Schnucks, Total Wine, Wallis Oil, QuikTrip, and Walmart.
- Develops and updates brand guidelines and approved assets for distribution to other wholesalers and retail accounts.

Budweiser Rinella Company - Digital Media Manager

April 2018 - May 2019

- Managed and created digital content for company social platforms in order to promote brand identity and awareness. Brainstormed new campaign trends and increased engagement by 20% across multiple channels.
- Worked with company President and sales management to prepare and conduct company meetings. Presented to sales team, warehouse team, retail buyers, and account personnel highlighting goals, strategy, and results.
- Created social media profiles for clients, scheduled posts, and prepared reports for accounts utilizing analytics and insights data to track effectiveness of marketing strategies and ROI.
- Participated in brand promotion in-trade and at events to boost awareness of new products, assist accounts with special promotions, and assist sales team in reaching product goals by building internal and external relationships.
- Ensured dynamic materials are developed and utilized to support brewery programs and reviewed sales with management to identify successes, possible gaps, and target opportunities for growth.

Budweiser Rinella Company - Graphic Designer

September 2017 - April 2018

- Designed and developed print collateral for over 500 on and off-premise accounts to augment the company's presence in the market of national brands of beer, wine, and spirits.
- Created custom signage for special events and trade shows.
- Maintained POS storage, kept files in alignment with installation records, and ordered materials for marketing and graphics departments while keeping track of spending and budgets.
- Provided direct service and conducted market visits to support selling efforts, resolve issues, and build customer trust and satisfaction.
- Conducted photoshoots and edited images to be used online and in print material.

EXPERIENCE

Sinclair Broadcast Group - Photographer & Editor

August 2017 - March 2018

- Photographer and video editor for KHQA news team.
- Shot video on location of local sports in Illinois, Missouri, and Iowa for evening news broadcast.
- Edited highlight reels of news coverage for broadcast and online.

Missouri Botanical Garden - Photo Communications Intern

January 2017 - June 2017

- Photographed and assisted at major events for publication in the Bulliten quarterly magazine, online materials, print advertisements, and photo displays in the main lobby and Sassafras Café.
- Worked in tandem with publications, advertising, and social media employees to create specific projects and meet publication deadlines.
- Captured and edited video to be used in advertisements and educational media.
- Created metadata for all images, renamed, processed, and organized all images according to the Garden's file system and data standards.
- Worked with horticulture therapists to create photo stories at patient facilities to be used to promote Garden programs with Barnes Jewish Hospital, Ranken Jordan Pediatric Hospital, and various nursing homes.
- Prepared schedule with special events team and facilitated photography for Chinese Culture Days with Garden President, Missouri Governor, and Chinese Dignitaries.

Beaufort by the Sea Magazine - Media Assistant

May 2016 - September 2016

- Oversaw visual design for digital and print mailings and communications to ensure a cohesive brand.
- Provided social and event photography for the magazine, conducted commercial photoshoots for local businesses and advertising, and designed logos and print ads for magazine sponsors.
- Promoted events and networked to acquire new sponsorships.
- Conducted interviews and wrote articles to express a compelling and consistent product.

Dillard's - Visual Associate

May 2015 - May 2016

- Created dynamic visual merchandising displays for the Home Store according to company directives.
- Oversaw project management for the Christmas Catalog 2015 and was in charge of producing 28 individual holiday shops throughout the store.
- Managed Dillard's Bridal, assisted at local trade shows, and was top wedding registry consultant.
- Provided exceptional customer service and was consistently in the top 20% of district sales performance.

PROFESSIONAL INVOLVEMENT

Missouri Botanical Garden Volunteer Photographer 2017 - Present

- Provides photography to be used in annual calendar, print collateral, and on social media.

Visual Communications BFA Alumni Ambassador - Maryville University College of Arts & Sciences 2019 - Present

- Serves as a representative for the College of Arts & Sciences and speaks at events on behalf of the newly introduced BFA program that was modeled after the coursework I chose during my time in undergrad.

FORCE Women in Leadership series member 2019 - 2020

President and Founder - Maryville University Society of Photographers 2016 - 2017

RECOGNITION

Angad Arts Hotel - Solo Exhibitionist 2021

- Photography chosen for a solo show at the Angad Arts Hotel and was featured at the reception for the Saint Louis Speaker Series.

Byron Lee Fines Arts Award - Maryville University College of Arts & Sciences 2017

- Top honor presented to a senior in the BFA program for demonstrating exceptional growth and achievement in the field of Art and Design.

Morton J. May Foundation Gallery - Solo Exhibitionist 2017

- Selected artist to have thesis exhibit featured and kept for University Library's permanent collection.

Varsity Art 21 - Art Saint Louis 2017

- One of forty students selected from the Greater St. Louis Area to participate in Varsity Art 21 exhibition at Art St. Louis.

Mother Helen Rex Award - Maryville University College of Arts & Sciences 2016

- Merit based award presented to an outstanding sophomore or junior in the visual art program.