



SYNERGY MARKETING GROUP, INC

A Certified Woman-Owned Business Enterprise (WBE)

Senior Graphic Designer

Local Dallas / Fort Worth candidates only. No relocation offered.

Synergy Marketing Group, Inc. is one of Dallas / Fort Worth's fastest-growing marketing and public relations firms. We are always on the lookout for strong professionals who can help us improve our skills and better serve our clients.

JOB DESCRIPTION

The position of Senior Graphic Designer is an opportunity for a highly motivated individual to flex their creative skills through the design and development of branded materials and marketing communications for a variety of businesses and industries. Exceptional creative strategy and organizational skills, as well as expert knowledge Adobe Creative Suite (Illustrator, Photoshop, InDesign, and Dreamweaver) in a PC environment are required. Experience with Web site, eMail marketing and social media design and development is a plus. The ability to adapt quickly and multitask will be the keys to success for this position.

PRIMARY RESPONSIBILITIES:

- Develop and design new creative concepts and graphics for various marketing materials, including but not limited to: logos, brand related materials (print/online), Web sites, data sheets, signage, brochures, eNewsletters
- Develop and produce new projects from existing graphics
- Develop brand and quality standards and ensure that they are consistently met
- Communicate with printers and other outside vendors regarding design specifications necessary to create files correctly for press (bleeds, PDF proofing, color separations, etc.) and other applications
- Plan, produce and distribute project RFPs to outside vendors and effectively manage the results garnered
- Manage and maintain department online filing system

REQUIRED QUALIFICATIONS:

- 3-5+ years agency or corporate experience as a graphic designer
- Exceptional creative strategy and marketing skills
- Solid brand design and development experience
- Project and client management experience
- Expert knowledge of Adobe Illustrator, Photoshop, InDesign, Acrobat and DreamWeaver
- Experience using eMail marketing applications (ExactTarget, ConstantContact, EmailLabs, Vtrenz)
- Working knowledge of MS Word, Excel, Publisher, PowerPoint and Outlook (including transitioning graphics into these programs)
- Extremely well-organized, process-driven and meticulous attention to detail
- Willingness to learn and adopt Synergy's business processes
- Associate's or Bachelor's Degree in Graphic Design, Art or similar

integrated strategy. consistent results.



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THE PERFECT CANDIDATE MUST:

- Have the ability to perform creative work under tight deadlines and have the ability to work independently, as well as a team member, and to successfully manage concurrent projects
- Manage and adhere to established schedules while ensuring quality standards are met
- Have the ability to build effective working relationships with team members and internal departments
- Be self-motivated with good organizational skills, strong attention to detail and excellent follow-through
- Possess a professional and positive attitude
- Have an exceptional digital portfolio of past work samples to share

BONUS QUALIFICATIONS THAT WILL PUT YOU AHEAD OF THE PACK:

- Previous agency experience
- Interactive project development capabilities (social media, SEO, PPC, etc.)
- Web development experience (HTML, CMS, Flash)

This is a fast-paced, highly accountable and extremely demanding position that requires a high energy professional with a passion for graphic design. We offer the whole package: internal training program, non-stop challenges, variety, casual work environment, stellar team of professionals, benefits (medical, dental, vision, 401k), competitive compensation and career growth opportunities.

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