



EXPERIENCE

GRAPHIC DESIGN MANAGER

Athens-Limestone County Tourism Association / November 2024 – Present

- Lead designer for the full Athens-Limestone Tourism rebrand, including the creation of the logo, mascot, and color palette. Collaborated with team members conceptually while personally producing all final design outputs.
- Designed and directed the 2025 AL–MS–TN Rural Tourism Conference branding developing the logo, color system, printed program, name tags, signage, and PowerPoint presentations, all tied to a cohesive theme.
- Produced comprehensive visual systems for tourism events, festivals, and campaigns promoting local destinations and fostering community engagement.
- Provided photography and post-editing for tourism marketing, ensuring a consistent and polished brand presence.

GRAPHIC DESIGN MANAGER / ADMINISTRATIVE ASSISTANT

Athens-Limestone County Chamber of Commerce / May 2024 – Present

- Directed the Chamber's website redesign, earning the "Chamber of the Year – Website Design" distinction from the Association of Chamber of Commerce Executives (ACCE).
- Designed and executed marketing materials for all Chamber events, brochures, signage, programs, newsletters, and digital campaigns strengthening brand recognition and engagement.
- Oversee administrative operations, including scheduling ribbon cuttings to welcome new businesses, promote economic growth, and celebrate community milestones.
- Manage the Partners in Education program, an initiative that bridges the gap between local schools and businesses, fostering meaningful collaboration and workforce development.
- Developed streamlined design workflows and templates, reducing turnaround times and ensuring consistent brand alignment across all Chamber platforms.

EVENTS AND CONTENT MARKETING INTERN

Athens-Limestone County Chamber of Commerce / November 2023 - May 2024

- Produced targeted digital campaigns and visual content that enhanced engagement and community awareness.
- Designed and organized board meeting materials, improving communication and operational efficiency.
- Created visually cohesive graphics for social media and print that effectively promoted Chamber events and initiatives.

GRAPHIC DESIGN INTERN

First Impressions / June 2022 - November 2022

- Collaborated with the Lead Designer to develop print and digital materials for a range of clients.
- Ensured design fidelity through accurate color formatting (CMYK and RGB) and print production standards.
- Assisted in prepress setup, layout adjustments, and file preparation for high-quality output.

EDUCATION

ASSOCIATES IN VISUAL COMMUNICATIONS/ GRAPHIC DESIGN

Calhoun Community College / August 2021 - May 2024

- Competed in SkillsUSA, placing 1st in Alabama Regionals and 10th nationally in Advertising Design.
- Curriculum emphasized branding systems, advertising, and design strategy.

SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, XD)
- Branding & Identity Systems
- Layout & Print Design
- Web Design & UI/UX Fundamentals
- Photography & Editing
- Typography & Visual Hierarchy
- Strategic Marketing Design
- Administrative Coordination & Scheduling

ACHIEVEMENTS

- Lead Designer: Athens-Limestone Tourism Rebrand (Logo, Mascot, Color Palette)
- Chamber of the Year Winner: Website Design Category, ACCE
- Lead Designer: 2025 AL–MS–TN Rural Tourism Conference (Athens, AL)
- Winning Design: 2025 Rural Tourism Conference Bid for Athens, AL
- 1st Place: SkillsUSA Regionals – Advertising Design
- 10th Place: SkillsUSA Nationals – Advertising Design

CONTACT

EMAIL

ananorwood56@gmail.com

PHONE NUMBER

(256)-694-1800

WEBSITE

www.ananorwood.com