

Connor Tarter

Senior Marketing & Brand Designer

Greater Chattanooga Area | (972) 904-9821 | tarterconnor@gmail.com | connortarter.com | [linkedin.com/in/connor-tarter](https://www.linkedin.com/in/connor-tarter)

PROFESSIONAL SUMMARY

Senior marketing and brand designer with 10+ years of experience creating visual identities, integrated campaigns, sales enablement, digital experiences, and print and environmental communications. Combined strong design craft with production expertise, content development, marketing fluency, and cross-functional collaboration across B2B and B2C environments.

CORE CAPABILITIES

Brand Identity & Visual Systems | Integrated Campaigns | Visual Design | B2B Marketing | Sales Enablement | Print & Production Design | Digital Advertising | Editorial & Information Design | Environmental & Experiential Design | Presentation Design | Product Marketing | Web & CMS Management | Copywriting | Photography & Video Production

PROFESSIONAL EXPERIENCE

ENGINEERED FLOORS

Senior Graphic Designer | Oct 2025 – Present

- Produced 30–50 finished assets per month across publication advertising, digital campaigns, product displays, sales collateral, lookbooks, packaging, presentations, and event materials.
- Developed brand and product systems from concept through production, including guidelines, catalogs, reusable templates, campaign extensions, and dealer- and partner-facing materials.
- Created the Peacock Alley private-label identity for E-Floors and a comprehensive brand guidelines system that became a template for future internal guidelines projects.
- Managed high-volume digital asset production for flooring products, including batch naming, resizing, color correction, product visualization, metadata entry, storage coordination, and DAM publishing.
- Prepared press-ready and specialty-production artwork for print, packaging, displays, signage, and large-format applications while coordinating with printers, fabricators, photographers, and videographers.

SHAW INDUSTRIES

Digital Marketing Soft Surface Product Asset Manager | Jun 2025 – Oct 2025

- Managed digital asset and product-content workflows for new product launches across web, CMS, DAM, inventory, and proprietary product-data systems.
- Coordinated product management, marketing, creative, and IT stakeholders while managing customer-specific and white-label product variations for retail and dealer partners.

Digital Marketing Project Management Lead, Stretch Role | Jan 2025 – Jun 2025

- Served as primary project lead for content development supporting the May 2025 launch of the redesigned Shaw Floors website.
- Built the project-management structure from the ground up, coordinating schedules, documentation, dependencies, approvals, creative delivery, and leadership communication.
- Contributed recommendations on page structure, user flow, content hierarchy, SEO, brand voice, and visual consistency.

Social Media & Creative Analyst, Shaw Sports Turf and Shawgrass | Dec 2022 – Jun 2025

- Grew Instagram from fewer than 1,000 followers to more than 10,000 through content strategy, partnerships, influencer relationships, and performance analysis.
- Managed digital partnerships with the College Football Playoff, MLB, NFL, and NCAA, including a one-month campaign that generated more than 150,000 impressions and video views.
- Developed brand identities, social campaigns, sales collateral, trade-show materials, presentations, and video content while managing copywriting, reporting, competitive analysis, and social listening.

UNITED WAY OF GREATER CHATTANOOGA

Director of Marketing & Communications | Jan 2021 – Nov 2022

- Led a three-person marketing and communications team while directing brand, content, advertising, email, social, and creative strategy.
- Developed and managed a centennial sponsorship program that generated more than \$500,000 from partners including TVA, EPB, and Volkswagen.
- Directed integrated marketing for the organization's 100th anniversary across advertising, digital communications, events, sponsorships, and brand initiatives.
- Produced the centennial film *If Our City Could Talk*; the film received a Silver ADDY Award.
- Managed agencies, vendors, production partners, and event creative across environmental, digital, and promotional touchpoints.

NEXUSLA & LOUISIANA TECHNOLOGY PARK

Director of Marketing & Communications | Nov 2016 – Jan 2021

- Created a unified identity system spanning logos, typography, iconography, patterns, collateral, and related program brands.
- Conceived and executed integrated campaigns for BREW, the annual entrepreneurship conference, spanning outdoor, print, digital, social, environmental graphics, apparel, sponsor materials, and attendee collateral.
- Produced the organization's annual report end-to-end for four consecutive years, including research, interviews, copywriting, financial and nonprofit data visualization, photography, and editorial layout.
- Built and managed websites, email campaigns, paid media, sponsorship materials, sales collateral, and event marketing.

ADDITIONAL TOOLS & EXPERTISE

Adobe Illustrator, InDesign & Photoshop | PowerPoint | GA4 | WordPress | Squarespace | Mailchimp | Constant Contact | HubSpot | Sprout Social | DAM/CMS Platforms | Prepress & Large-Format Production | Photography & Retouching | Video Production | Basic Motion

EDUCATION

Bachelor of Arts in Communication Studies | Louisiana State University | Dec 2014