

EMILY TOMLIN

www.artofet.com

SKILLS:

- Typography, layout, and color theory — 90%
- Branding — 80%
- Web design and UI/UX — 75%
- Adobe Creative Suite: Illustrator — 100%
- Photoshop — 85%
- InDesign — 65%

LANGUAGES:

- English — 100%

HOBBY:

- Photography
- River Activities
- Hiking
- Painting
- Exercise
- Cooking

ABOUT ME:

Experienced graphic designer with a passion for visual storytelling and keen attention to detail. Offers creativity and organization to any project.

EDUCATION:

- Bachelor of Fine Arts in Graphic & Web Design
  Texas State University - December 2012
- Associates in Fine Arts - Coastal Bend College
  December 2010

WORK EXPERIENCE:

- Art Instructor of all ages
- Entrepreneur, Fitness & Restaurant Industries (13 years)
- Freelance Graphic, Web, & Interior Designer, Self-employed (13 years)
- Sales Professional, Advertising & Medical Device, (2 years)

ADVOCACY:

- HCWC - Hays Caldwell Womens Center Advocate
  2019-2026

PERSONAL INFORMATION:

830-500-9616

www.artofet.com | emily.gf.tomlin@gmail.com

HAYS CALDWELL WOMENS CENTER — OCTOBER 2024 – FEBRUARY 2026

ART INSTRUCTOR & ADVOCATE

- Art instructor for women and children seeking refuge from domestic violence and sexual assault in local shelter.
- Organize, set up, instruct, supervise, and clean up for weekly art groups.
- Advocate for hospital calls of victims of abuse and support women and children residing in shelter.

FLOWCO SMTX — JULY 2023 – JUNE 2024

FOUNDING PARTNER & ART DIRECTOR

- Leader in start up providing a spacious place for entrepreneurs and remote workers to work and host events
- Focus on administrative, financial, and marketing duties to have a successful launch
- Renovated 5,000 sqft into curated art space
- Providing locals with coworking memberships, desk rentals, private office rentals, conference rooms, outdoor and indoor event spaces, on-site marketing agency, print shop, and amenities

THE GROOVE CAFE – SAN MARCOS, TX — JULY 2022 – JULY 2023

GENERAL MANAGER - FORMER OWNER

- Managed up to 15 servers and cooks at a fast growing and rebranded version of my former cafe
- Launch Grand Opening, Dinner Menu, & TABC License within 1 year

WEUSI WELLNESS HEALTH FOOD CAFE – SAN MARCOS, TX — DECEMBER 2018 – JUNE 2021

SMALL BUSINESS OWNER

- Founded San Marcos's first brick & mortar prepared healthy meals company
- Aligned products with customers using a consultative sales approach to identify customer wants and needs
- Responsible for business development, product sales, networking, customer service, public relations, promotions, graphic design, web development, marketing, nutrition programming, product creation, kitchen and distribution operations
- Managed up to 10 people and over 10 Texas State University Nutrition & San Marcos High School Culinary Interns

COMMUNITY IMPACT NEWSPAPER – NEW BRAUNFELS, TEXAS — OCTOBER 2017 – NOV 2018

ACCOUNT EXECUTIVE | ADVERTISING SALES

- Prospect new business opportunities
- Develop new business through relationship development and build a pipeline to reach quota
- Conduct meetings and presentations
- Hunt (cold-call), educate and sell - not easily intimidated
- Provide excellent customer service to each local business advertiser
- Manage and conceptualize campaign strategies and artwork with each advertiser
- Meet multiple revenue goals with frequent deadlines

THE HEALTHY SMOKER | HEALTH FOOD CATERING – CENTRAL TEXAS AUGUST 2015 – AUGUST 2017

SMALL BUSINESS OWNER

- Founded San Marcos's first prepared healthy meals company
- Built start up with less than 2k initial investment and grew monthly revenues to over $30k per month
- Increased sales by 100% in the first half of 2017
- Achieved top 7% placement of stores launched on Shopify from August 2015-August 2017
- Led and managed team of 20 employees
- Executed and maintained 15 retail partnerships stretching the I35 corridor from Shertz to Georgetown
- Aligned products with customers using a consultative sales approach to identify customer wants and needs
- Responsible for business development, product sales, networking, customer service, public relations, promotions, graphic design, web development, marketing, nutrition programming, product creation, kitchen and distribution operations

STR8 TRAINING FITNESS CENTER – SAN MARCOS, TX NOVEMBER 2013 – OCTOBER 2017

CO-OWNER | GRAPHIC DESIGNER & MARKETING MANAGER

- Increased company growth by 250% from 2013 to 2017
- Assisted in plan of action and execution in facility expansions in 2014 and 2015
- Developed creative branding, graphic design, marketing, and online/in person sales strategies for fitness center
- Led team of up to 8 personal trainers in developing personal brands within company
- Responsible for graphic design, marketing, networking, promotions, public relations, and sales strategies

EDUCATION

TEXAS STATE UNIVERSITY – SAN MARCOS, TX
Bachelor of Fine Arts (B.F.A.), Design and Visual Communications – December 2012
GPA 3.5, Dean's List 2010-2011

NETWORKING ORGANIZATIONS

SMCANG Networking Group
San Marcos Young Professionals
San Marcos Chamber of Commerce
Boss Babes New Braunfels
New Braunfels Jaycee's
New Braunfels Chamber of Commerce
New Braunfels Women's Chamber





Rising Star Award
March 2018 – Community Impact
New Braunfels
Awarded for exceeding revenue and contract expectations within first 6 months of hire

Ace in the Hole Award
June 2018 – Community Impact – New Braunfels
Awarded for a competitive and challenging sale with high revenue ticket

Win of the Month Award
July 2018 – Community Impact – New Braunfels
Awarded for high closing rate of a new product

Top 10% Associates Degree Full Coverage Scholarship
2008 – Coastal Bend College – Beeville
100% of tuition paid – Awarded for academic excellence

Student Scholarship
2011 – Texas State University – San Marcos
Awarded for academic excellence

2016 Shining Star Under 40
San Marcos Chamber of Commerce
Awarded for accomplishments in career achievements, volunteerism, leadership to others, personal growth, and impact on community

2nd Place TX State Naturals, Bikini Bodybuilding – 2014

Website: www.artofet.com



art of E.T.

Art of ET is all about dynamic and innovative design that specializes in bringing creative visions to life. With a passionate designer, strategist, and creator, I offer a comprehensive range of design services that cater to various industries and project requirements.

TOP SERVICES

Graphic Design

We cover everything from logos and branding to marketing collateral and promotional materials.

Brand Identity

We develop comprehensive brand guidelines that encompass your values, visuals, and messaging for a cohesive brand presence.

Web Design & Development

We craft engaging and responsive websites that combine aesthetics with functionality.

Social Media Graphics

We help you stand out with eye-catching graphics optimized for various platforms, create visuals that resonate with your audience and drive engagement.

BEST SELLING
PRINT + PROMO PRODUCTS

- CALENDARS
- GREETING CARDS
- HANG TAGS
- MAGNETS
- MENUS
- NOTEPADS
- POSTERS
- RACK CARDS
- SELL SHEETS
- SOCIAL CARDS
- TABLE TENT
- SIGNS
- LARGE FORMAT POSTERS
- BANNERS & FLAGS
- ADHESIVE GRAPHICS
- VEHICLE MAGNETS
- DISPLAY AND EVENTS
- ROLL LABELS
- STICKERS
- BUMPER STICKERS
- PENS
- SPORTS BOTTLES
- STICKY NOTES
- SPORTS BAGS
- SUNGLASSES
- TOILETRY BAGS
- TOTE BAGS
- DIRECT MAIL
- APPAREL
- BAGS
- DRINKWARE
- CAPS
- CLEANING SUPPLIES
- KOOZIES
- DRAWSTRING BAGS
- CUPS
- HAND SANITIZER
- MUGS
- NOTEBOOKS

830-500-9616 San Marcos, Tx artofet.com emily.gf.tomlin@gmail.com



MEDIA KIT

Logo Kit + Branding Kit

Logo Refresh Kit

Business Card Design

Flyer/Brochure/Rack Card

Product Photography

E-Commerce Website

Basic Website Design

Website Refresh

Landing Page

10 Reels Bundle

20 Social Media Graphics Bundle

Email Marketing Set Up

LET'S TALK MORE ABOUT

Print + Promotional Products

Mural DesIgn

Acrylic Paintings

Portrait Paintings

Residential interior Design

Commercial Interior Design

10+

OVER A DECADE
OF EXPERIENCE



100+

PROJECTS
COMPLETED



REFERENCES

MICHAEL CARDONA

Superintendent/Mentor - San Marcos ISD
michael.cardona@smisd.net
210-887-5519

LESLIE SIMON COX

Former English Teacher/Collector of my art
lesliesimoncox@aol.com
361-542-8532

ROEL BANDA

Childhood Friend/After School Program Director
roelbandamusic@gmail.com
361-355-1454

TERESA SCHAUER

Family Friend/Librarian
teresalschauer@gmail.com
361-318-9337

TAYLOR TOMLIN

Older Brother/History Professor
empresariotomlin@yahoo.com
361-319-2287

SARAH BECK

Best Friend/First Grade Teacher
361-318-5262