TRINA ELIZABETH BILLINGS

Multidisciplinary Graphic Designer & Marketing Communications Specialist

678.787.5385
Ocala, FL 34482
trinaelizabethbillings@gmail.com

Portfolio | Print & Layout Design Samples | Case Studies | LinkedIn

SUMMARY

Multidisciplinary Graphic Designer & Marketer with 5+ years of experience blending brand strategy, digital campaigns, and visual storytelling from concept to execution. M.A. in Journalism & Mass Communication with dual expertise in creative design (Adobe Creative Cloud, Figma, UI/UX) and strategic marketing communications (digital, social media, content production, and analytics). Proven track record of driving audience engagement and brand consistency across print and digital platforms.

EXPERIENCE

Marketing Specialist

Fidelity Manufacturing, LLC | Full-time

October 2026 - Present, On-Site | Ocala, FL

- Produces engaging social media content, graphic designs, corporate photography, and video production for internal and external marketing campaigns.
- Partners with Sales, HR, Operations, and executive leadership to align marketing communications with corporate goals, employee culture, and brand growth.
- Supports public relations, internal communications, and corporate events to strengthen brand identity and community presence.

Marketing Communications & Graphic Designer

Trina Elizabeth Design | Freelance

July 2017 - Present, Remote & In-Person | Ocala, FL & Surrounding Areas

- Designs user-focused marketing materials, websites, and digital assets with an emphasis on accessibility, usability, and visual consistency.
- Produces branded photography, video, and social media content to support marketing, storytelling, and audience engagement.
- Leads client projects from discovery and concept development through production, ensuring high-quality deliverables and on-time completion.

Graphic Designer & Premedia Production Specialist

Burman Printing | Full-time

September 2021 - March 2026, On-site | Watkinsville, GA

- Designed and prepared print and digital marketing collateral (newsletters, signage, promotional pieces) using Adobe Creative Cloud, conducting rigorous prepress checks to maintain zero-defect production standards.
- Created production files for foil stamping, embossing/debossing, and die-cutting to support high-quality specialty print finishes.
- Optimized variable data printing to enhance targeted mailing and personalization with Microsoft Excel and Adobe InDesign.
- Assisted in the digital and offset printing processes, including plate-making, color matching, and quality control.
- Collaborated with sales to align project deliverables with client quotes, ensuring accuracy and client satisfaction.

EDUCATION

Master of Arts in Journalism & Mass Communication - Emerging Media

University of Georgia

May 2026, Athens, GA

Bachelor of Science in Interdisciplinary Studies

Concentrations*:* Social Sciences and Humanities

University of North Georgia

May 2025, Dahlonega, GA

CERTIFICATIONS

Social Media Marketing Certification / HubSpot Academy

Completed April 2024

Marketing with Canva Certification / Canva

August 2026

Graphic Design Essentials Certification / Canva

March 2026

TECHNICAL SKILLS

Creative & Design Software: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, XD), Canva, Figma

Web & Digital Marketing: WordPress, Wix, HTML/CSS, JavaScript, Meta Business Suite, Google Analytics, SEO, CapCut

Marketing & Core Competencies: Marketing Communications, Brand Strategy, Social Media Management, UI/UX & Web Design, Print Production & Prepress, Publication Layout, Typography, Content Strategy, Digital Accessibility