

Tammi deGeneres

Denham Springs, LA | c: 225.439.8900 | e: tammide@att.net

PROFESSIONAL SUMMARY

Creative and results-driven graphic designer with over 30 years of experience in visual communications, branding, and marketing design, including healthcare marketing. Known for producing high-quality, impactful designs that support organizational goals and connect with diverse audiences. Proven ability to thrive in fast-paced environments, manage multiple projects under tight deadlines, and collaborate across departments. A dependable team player and self-starter with strong attention to detail, excellent problem-solving skills, and a commitment to delivering exceptional service. Proficient in Adobe Creative Suite, Microsoft Office, and quick to learn new tools and technologies.

EMPLOYMENT

Premier Health, Urgent Care and Joint Ventures - Baton Rouge, LA

Graphic Designer | November 2019 - Present

- Designed and executed print and digital marketing materials across 10–14 hospital partner brands, ensuring brand consistency and visual impact.
- Developed creative assets for electronic media campaigns, including streaming radio and TV ads.
- Created monthly digital content for web and social media, including posts, reels, cover graphics, digital billboards, and paid advertisements.
- Produced a wide range of print and promotional materials, such as ads, logos, rack cards, posters, retractable banners, direct mailers, yard signs, flyers, and large-format static billboards.
- Designed specialty signage and event materials including bus stop signage, feather flags, room sponsorship themes, exhibit booths, t-shirts, tents, magnets, stickers, and branded pharmacy bags.
- Delivered branded marketing and social media materials for Premier Health, the parent company.
- Designed high-level PowerPoint presentations for internal and external stakeholders, including board meetings, town halls, compliance updates, consulting, and marketing initiatives.
- Supported proposal efforts by designing and formatting RFP (Request for Proposal) documents.
- Led interior and exterior signage design for urgent care clinics and partner locations.
- Created original logos and brand assets for new business ventures under the Premier Health umbrella.

CSRS, Inc. - Baton Rouge, LA

Proposal Coordinator | September 2017 – September 2019

- Collaborated with capture managers, writers, and estimators to develop compliant, competitive proposals.
- Analyzed RFPs/RFQs to create compliance matrices, production schedules, and coordinated kickoff and storyboard meetings.
- Designed visually compelling proposals using Adobe InDesign, incorporating in-house photography, infographics, and charts.
- Managed the end-to-end proposal process, from initial drafts to final in-house printing and binding.

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EMPLOYMENT

Louisiana Business, Inc. - Baton Rouge, LA

Graphic Designer | April 2011 – September 2017

- Designed ads for clients and editorial layouts across 10+ publications.
- Created a wide range of marketing materials including flyers, signage, media kits, digital and print ads, and postcards.
- Designed custom client profiles and special advertising sections for featured sponsors.

Alzheimer's Services of Baton Rouge - Baton Rouge, LA

Public Relations Coordinator | July 2009 – April 2011

- Wrote press releases and cultivated media relationships to increase awareness and event coverage.
- Organized and promoted the annual Walk-Run fundraiser.
- Managed brand identity through signage, logo development, and marketing materials.
- Designed brochures, flyers, and promotional content using original in-house writing and photography.
- Maintained website and social media presence; produced a fundraising video and commercials for radio/TV.

LSU Press - Baton Rouge, LA

Marketing Designer | September 2005 – July 2009

- Designed book covers, seasonal catalogs, postcards, flyers, brochures, and logos for marketing campaigns.
- Produced over 200 print and digital advertisements annually.
- Partnered with in-house print vendors to oversee print production and quality.
- Maintained and redesigned the LSU Press website to align with branding and promotional goals.

SKILLS

Print Design • Digital & Social Media Design • Brand Identity & Compliance • Proposal & RFP Design • Marketing Collateral Development • Event & Promotional Material Design • Presentation Design • Website Design & Updates • Project Coordination • Cross-Functional Collaboration • Client Communication • Problem Solving • Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Express, etc.) • Microsoft Office Suite (Microsoft PowerPoint, Microsoft Word, Microsoft Excel, etc)

EDUCATION

Louisiana State University, Baton Rouge, Louisiana

- Bachelor of Fine Arts in Graphic Design