



Gwendolyn Mumford

Graphic Design and Content Manager

As with many small teams, my current role has me wearing multiple hats. As Graphic Design and Content Manager I maintain AIG Travel's brand identity across all customer touch points. On any given workday I could be designing a product brochure, creating a reel for Instagram, responding to customer inquiries on Facebook, creating a travel illustration or analyzing the previous month's social metrics. Through my work I strive to enhance communication between business and consumer, not just by problem-solving present issues, but by helping our customers aspire to greater travel experiences.

In addition to my time working for AIG Travel, I volunteered as the Houston Young Professional Employee Resource Group's Communication Director from January 2018 to June 2020. In this role I overhauled the branding for the group, wrote and designed all email communications and event collateral, and assisted in the maintainance of the group's Sharepoint site. This volunteer role served as the catalyst from Graphic Designer to Graphic Design and Content Manager, as it allowed me to stretch my skills as a copywriter and content planner.

To learn more about me and see examples of my work, please visit

gwenmakes.com.

Experience

AIG Travel

- Graphic Design and Content Manager
October 2021 – present
- Graphic Designer
January 2017 – October 2021

Lamar University

- Graphic Design Intern
October 2015 – December 2016

Education

Lamar University

- Bachelor of Science, Graphic Design
2014-2016, summa cum laude
- Bachelor of Fine Arts, Studio Art
2009-2013, magna cum laude

Industry Expertise

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe AfterEffects
- Adobe Acrobat
- Sprinklr CXM
- Social analytics
- TikTok video editing
- Instagram reels and story editing
- Canva
- Microsoft Office
- HTML

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