

## SOFTWARE

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Microsoft Office Suite  
HTML/PHP  
MailChimp (Email Marketing)  
Experienced with Mac and PC

## DESIGN

Typography  
Color Theory  
Layout / Composition

## WORK EXPERIENCE

December 2016-Present  
**Director of Digital Design,  
Contributing Editor**  
TMG, Kretek International, Inc.  
Raleigh, N.C.

Spearheading the design and marketing initiatives for the online presence of Tobacco Media Group (TMG) and its brands, including its B2B publication Tobacco Business magazine. Creating audience engagement through social media platforms (Twitter, Facebook and Instagram) and contributing editorial content to both the print and digital platforms.

November 2010-December 2016  
**Editor of Cigars & Leisure,  
Graphic Production Associate**  
SpecComm International, Inc.  
Raleigh, N.C.

Responsible for the editorial content and design of Cigars & Leisure magazine. Would edit the magazine based on AP Style and work with freelance staff to create dynamic, engaging content that would best represent the magazine's voice. Implemented marketing initiatives to grow and expand the magazine's footprint through the use of social media and email marketing. In addition to editorial responsibilities, oversaw the design and layout of the company's other publications including Tobacconist, Pipes and tobacco, and Tobacco Reporter.

June 2006-August 2010  
**Art Director, Webmaster**  
Carolina Gardener Magazine  
Durham and Greensboro, N.C.

Primary duties included the design of the magazine, design of advertising and the design and production of in-house promotional materials. Also was responsible for creating and maintaining the magazine's Twitter account.

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# ANTOINE DUSHUN REID

Experienced brand builder,  
designer and social media strategist

## EDUCATION

**University of North Carolina  
at Chapel Hill**

School of Journalism and Mass Communication  
B.A., Journalism/Visual Communication  
Emphasis in Graphic Design, 2003-2006

**University of Miami  
at Coral Gables, Fl.**  
Attended, 2002-2003

## PORTFOLIO AND DESIGN SAMPLES

[www.antoinereid.com](http://www.antoinereid.com)

Online illustration and design portfolio.

<http://antoinereid.wordpress.com>

Design blog with additional samples of my work and design pieces.