GYATA TABIRI

Inspired. Precise. Purposeful.

CAMPAIGNS & COMMUNICATION MATERIALS

Keep the message connected across the pieces.

A campaign may need an email, a landing page, graphics, and a presentation to carry the same message. The pieces have different constraints, but they should feel like they belong together.

I work on the visual materials and the practical references people use to produce them.

That can include templates, campaign assets, documents, and guidance for recurring communication. The aim is to give the team something it can use and maintain.

My background across design and development helps me consider both the individual piece and its place in the wider work.

Organizations and agencies represented in my work history include:

AAA Mid Atlantic – (Automotive & Insurance Services)
Aramark – (Food Services / Facilities / Hospitality)
Creative Circle – (Creative Staffing / Recruiting)
Creative Group – (Creative Staffing / Recruiting)
De Lage Landen (DLL Group) – (Financial Services / Leasing & Vendor Finance)
Destination Maternity – (Retail / Apparel – Maternity Clothing)
Edgewood Properties – (Real Estate / Property Development & Management)
Harte Hanks – (Marketing / Advertising / Customer Experience Services)
Hibbert – (Printing / Marketing & Promotional Services)
Independence Blue Cross (IBX) – (Health Insurance / Healthcare Services)
JJill – (Retail / Women's Apparel)
Kutztown University – (Education / Higher Education)
New Patriotic Party, USA (NPP-USA) – (Political Organization / Advocacy)
Scandinavian Tobacco Group – (Tobacco / Consumer Goods – Cigars & Pipe Tobacco)
The BOSS Group – (Creative Recruiting / Professional Staffing)

This list includes different working relationships and assignments, rather than a claim that every organization was a direct client.

Assignments have varied in scope and responsibility. The relevant starting point is the work your team needs covered.

Tell me about the role or project.