Ginger C. Goetz

Brand & Marketing Designer

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SUMMARY

Brand and marketing designer with decades of experience building brand identities, campaigns, publications, and presentations from first concept through final production. Joined RVGP in 2003 after eight years as a creative director, built out its design practice, and now leads the firm, with clients who have stayed with the studio since the beginning.

Known for strong layout and typography, clean production-ready files, and turning complex information into visuals people understand. Adobe anchors the day; Firefly, ChatGPT, and Claude come in where they earn their place. Open to full-time and contract roles, remote or hybrid.

RESULTS AT A GLANCE

- **50+** brand identities built from first concept
- **60+** senior living companies supported with campaigns, templates, and collateral
- **67-page** Visa report on SMB digital transformation, delivered in US, UK, and French-language Canadian editions
- **20-deck** course series for a professional training program
- **46+** home tour events supported with guides, signage, and promotions since 2003
- **26-year** client relationship in showroom marketing

PROFESSIONAL EXPERIENCE

Creative Director, Brand & Communications | RVGP, Inc. | Taylor Mill, KY | 2003 – Present

Brand and design studio. Brand identity, marketing, publication, presentation, and event design from concept through final production. Created 50+ brand identities, including Three Arch Press, Jimmy Nash Homes, Auer Kitchens, and Granite Rocks.

- Designs ads, brochures, one-pagers, sell sheets, catalogs, packaging, billboards, tradeshow booths, and signage.
- Develops website concepts, homepage mockups, and landing pages for client review, and builds client sites on a no-code platform.
- Manages print production with printer partners, from file prep and proofs through delivery.
- Directs photo shoots, retouches photography, and builds image, icon, and illustration libraries, supported by AI image generation and retouching.
- Brings in and directs freelance designers, photographers, and printers as projects require.

Client: Senior Living Smart | Graphic Design Manager (contract, remote) | Oct 2018 – Jun 2026

- Designed campaigns across paid social, display, web, direct mail, and publications for 60+ senior living companies, using A/B results from the paid media team to sharpen each round.
- Built brand systems from each client's guidelines: master templates for social covers, promos, ads, and branded decks that teams could use without a designer, including one template scaled to 92 communities.
- Built brands from scratch for startups EyeWatch Live, Lead Genie, and Galloway Senior Living, and launched Clairborne Senior Living across every channel outside web and email.
- Created "The Elm," a model community campaign spanning web pages, a book, social, direct mail, and ads, used to pitch new ideas to clients.
- Designed a 20-deck course series for the Senior Living SMART Foundations program and two 100+ page books now sold on Amazon.
- Designed websites and landing pages for developer handoff, plus customer journey maps and email templates.
- Designed donor communications and fundraising event materials for nonprofit and for-profit clients.
- Designed and produced videos and short-form video ads.

Client: Maru/Matchbox | Design Partner | 2018 – 2024

- Designed Visa's 67-page report, *Digital Transformation of SMBs: The Future of Commerce*, in US, UK, and French-language Canadian editions. Owned design, charts, and photo selection, and delivered weeks ahead of schedule.
- Designed research reports and executive decks for Dell, DaVita, and Janssen, turning technical data into clear visual stories.

Client: ORC International (now Engine Group) | Design Partner | 2012 – 2022

- Designed executive decks for Pfizer, Johnson & Johnson, McKesson, and Starbucks.
- Rebuilt Walmart's marketing summaries into scannable report layouts.
- Built charts, infographics, and diagrams from client data for executive reports and marketing outlooks.

Client: BIA of Central Kentucky | Designer (contract) | Lexington, KY | 2003 – Present

- Design guides, event signage, web graphics, and promotions for two annual home tours: 46+ events since 2003.
- Design and produce the 48–80 page tour magazine, published in TOPS magazine with 69,000+ circulation, managing printer schedules and proofs.

Client: Tisdel Distributing | Sub-Zero, Wolf & ASKO

- Led showroom marketing for this regional distributor for 26 years, a client relationship that followed from a previous agency: ads, showroom signage, brochures, event invitations, packaging, and *Fantastic Kitchens* magazine.

Other client work

- Created internal marketing and an original illustrated character for Takeda Pharmaceuticals' in-house app.

Earlier Experience

Creative Director, DesignWorks Marketing, Cincinnati, OH. Led and mentored a five-person design team publishing *Design Home & Garden* six times a year, including the 120+ page official Home & Garden Show edition. Created logos, posters, brochures, and magazine covers for home, landscape, appliance, and building clients.

SKILLS & TOOLS

Brand Identity • Brand Systems & Templates • Campaign Design • Social & Digital Ads • Web & Landing Page Design • Presentation Design • Infographics & Data Visualization • Publication & Editorial Design • Packaging • Event & Environmental Signage • Print Production • Photo Direction & Retouching • Illustration & Icon Libraries • AI-Assisted Workflows

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat) • Adobe Express • Figma • Canva • PowerPoint • Keynote • Google Workspace • Microsoft Word, Excel, Teams & SharePoint • ClickUp • AI (Adobe Firefly, ChatGPT, Claude, Canva AI, AI photo generation and retouching)

EDUCATION

Bachelor of Arts, Graphic Design, minors in Photography and English | Flagler College, St. Augustine, FL