

GRAPHIC DESIGNER

WHITLEY *daughtry*



WHITLEYLAUREN.COM
THEPETALANDPLUME.COM

PASSIONATE AND CREATIVE DESIGNER WITH OVER TEN YEARS OF EXPERIENCE DEDICATED TO BRINGING IDEAS TO LIFE THROUGH VISUALLY COMPELLING DESIGNS. WITH A LOVE FOR BRANDING AND TYPOGRAPHY, I THRIVE ON CRAFTING UNIQUE NARRATIVES THAT RESONATE WITH AUDIENCES.



Experience

OWNER & DESIGNER | THE PETAL + PLUME

JUN '23 - PRESENT

FOUNDED AND MANAGE A SUCCESSFUL BUSINESS SPECIALIZING IN BESPOKE DESIGN FOR WEDDINGS AND EVENTS, ENCOMPASSING INVITATIONS, STATIONERY & FLORISTRY. BY CULTIVATING A STRONG BRAND IDENTITY AND LEVERAGING LOCAL NETWORKING AND SOCIAL MEDIA, THE PETAL + PLUME HAS BEEN RECOGNIZED AS BEST OF MISSISSIPPI IN 2025 FOR WEDDING AND PARTY INVITATIONS & WEDDING STATIONERY.

CREATIVE LEAD | ROOTED INVESTMENTS

APR '24 - MAR '25

REDESIGNED MARKETING MATERIALS FOR THREE COMPANIES WITHIN THE EQUITY HOLDINGS PORTFOLIO, ENHANCING BRAND IDENTITY AND VISUAL COMMUNICATION. COLLABORATED WITH STAKEHOLDERS TO CREATE INFORMATIVE MARKETING PIECES FOR THE BUSINESS DEVELOPMENT TEAM AND DEVELOPED PROFESSIONAL PRESENTATIONS TO EFFECTIVELY CONVEY KEY INFORMATION. CAPTURED HIGH QUALITY PHOTOGRAPHY AND DRONE FOOTAGE FOR MARKETING AND SOCIAL MEDIA, SIGNIFICANTLY IMPROVING ONLINE PRESENCE.

SENIOR GRAPHIC DESIGNER | KALALOU

MAR '20 - APR '24

DESIGNED AND PHOTOGRAPHED BI-ANNUAL CATALOG SHOWCASING FURNITURE AND HOME DECOR PRODUCTS. DRAFTED AND DESIGNED ORIGINAL PRODUCT. CREATED ENGAGING EMAIL CAMPAIGNS AND SOCIAL MEDIA GRAPHICS. COLLABORATED ON SHOWROOM SETUPS, ORGANIZING AND STYLING VIGNETTES WITH PRODUCT AND CRAFTING A PROMINENT FRONT WALL DISPLAY FOR MARKET.

GRAPHIC DESIGNER | SNAPSHOT PUBLISHING

FEB '13 - SEP '15

DESIGNED THE OFFICIAL MISSISSIPPI TOUR GUIDES FOR 2013 AND 2014, AS WELL AS CREATED A PULL OUT PIECE THAT ADVERTISED BUSINESSES THROUGHOUT MISSISSIPPI, ENCOURAGING TOURISTS TO SHOP LOCAL. CREATED BIMONTHLY ISSUES OF SOCIAL SOUTH MAGAZINE, DIRECT MAIL PACKETS FOR LOCAL BUSINESS OFFERS, AND POLITICAL MARKETING MATERIALS, INCLUDING MAILING AND SIGNAGE. DEVELOPED GRAPHIC APPAREL FOR STATE LINES AND CONTRIBUTED TO LOGO AND BRAND IDENTITY DESIGN FOR VARIOUS CLIENTS.

Education

SEP '06 - JUL '11

MS STATE UNIVERSITY

B.F.A. IN GRAPHIC DESIGN

Achievements

2025 MISSISSIPPI MAGAZINE

BEST OF MISSISSIPPI

WEDDING & PARTY INVITATIONS
AND WEDDING STATIONERY

FEATURED IN ISSUE 58

ROCK N ROLL BRIDE

INTERNATIONAL MAGAZINE

Skills

ADOBE CREATIVE SUITE
BRAND & IDENTITY DESIGN
CATALOG LAYOUT
EDITORIAL DESIGN
HAND-LETTERING
TYPOGRAPHY
ILLUSTRATION
PACKAGING DESIGN
PHOTOGRAPHY
DRONE PILOT

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