

VICTORIA PRICE

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Creative designer working in both B2B and B2C marketing environments since 2011. Adept at leading creative projects from concept to completion, with strengths in brand strategy, campaign development, and project management. Extensively experienced in delivering strategic and cohesive visual content for print, digital, web, video, and email with expertise in Adobe Creative Suite.

Education

BA in Graphic Design

Magna Cum Laude
Campbell University
2010 - 2014

BA in Studio Art

Magna Cum Laude
Campbell University
2010 - 2014

Leadership

Board of Directors

Communications Chair
Sanderson High
School Foundation
2025 - Present

Awards

Silver Award

Magazine Cover Design
Inspired School Marketers
Brilliance Awards
Jan. 2025

Winning Design

Logo Design Competition
Toof-inger Brush
Apr. 2014

Gold Award

People's Choice Award
RBMA Quest
Marketing Awards
Mar. 2014

Best in Show Poster

Graphic Design
Campbell University
Student Exhibition
Spring 2014

Employment

Creative Services Manager

Durham Academy | **Mar. 2023 – Present**

Spearhead a year-long, institutional rebrand from concept to launch, serving as a key liaison with external branding agency. Direct rollout implementation across all digital, print, and merchandise channels while shaping brand direction with intentional and strategic influence.

project management, brand strategy, creative direction, visual identity, strategic communication, implementation planning

Lead the creative development process to fulfill graphic design needs for various internal and external print and electronic platforms supporting the strategic and creative mission of the school.

project management, quality assurance, active listening

Enforce the consistent use of the school's visual identity and brand guidelines throughout the organization as the school's sole graphic designer.

annual publications, logos, email templates, signage, apparel, postcards, illustrations, brochures, invitations, ads

Collaborate with the Assistant Director of Marketing & Communications to design and manage digital assets to advance the schools digital presence. Oversee and direct the implementation of new brand elements in website visual overhaul.

website maintenance, email template design, social media graphics

Develop tailored creative visual and design solutions to support the marketing needs of various school departments, adapting tone and design to meet audience-specific goals.

Enrollment Management, Philanthropy, Athletics, College Counseling, DA Summer, Upper School, Middle School, Lower School, and Preschool

Durham Academy Highlights

Institutional Rebrand Rollout

Orchestrated the creative implementation of the full institutional rebrand, directed the design and execution of 80+ unique projects spanning digital, print, merchandise, and environmental graphics—all within a two-month window. Demonstrated strong leadership and creative vision while maintaining high performance across ongoing responsibilities and daily department needs.

Annual Magazine Redesign & Editorial Shift

Led a strategic creative overhaul of the annual magazine, shifting it from dense, institutional report to a visually engaging, human-centered storytelling publication. Championed a shift toward original, community-driven stories with varied pacing and visual hierarchy—balancing feature-length narratives with lighter, design-forward pieces. The 2025 edition received strong praise from both administration and community members for its renewed relevance and emotional resonance.

