

Justin Pierce

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SUMMARY

Versatile design professional with a strong foundation in graphic and web design, brand storytelling, and digital marketing. Adept at crafting visually compelling assets, managing multi-platform content, and leading cross-functional teams to deliver cohesive brand experiences. Skilled in Adobe Creative Suite, and web platforms like Wordpress, Divi Builder, Elementor, and Make.com with a sharp eye for layout, typography, and user flow. Whether refining a brand's visual identity or optimizing its digital presence, I bring strategic thinking, hands-on execution, and a deep commitment to elevating customer experience.

EXPERIENCE

QSR SUPPLY/QSR SERVICE GROUP - *Director of Contract Sales* December 2024 - September 2025

- Provided responsive support for service calls, managing scheduling, follow-ups, and billing to ensure timely resolution and customer satisfaction.
- Acted as a central point of contact for clients, vendors, and technicians, coordinating equipment purchases and installations with a focus on smooth execution and clear communication.
- Built automation workflows using Make.com to streamline client onboarding and documentation, improving turnaround time and transparency.
- Built 2 new websites for QSR Service Group([qsrservice.com](#)) and Gentry Foodservice Design([gentryfoodservice.com](#))
- Designed, wrote content for, and posted 6 weekly social media posts for QSR Service Group (3 posts) and Gentry Foodservice Design (3 posts)
- Built, wrote content for, and made images for 4 constant contact email blasts

FKG EQUIPMENT, INC - *Project Coordinator | Project Estimator* March 2022 - December 2024

- Supported restaurant clients by managing equipment and supply orders, ensuring timely delivery and accurate fulfillment.
- Coordinated shipping and receiving logistics, proactively resolving delays and keeping clients informed throughout the process.
- Tracked orders and maintained visibility for clients, offering updates and solutions to ensure peace of mind.
- Handled damaged goods with urgency, working with vendors to resolve issues and maintain service standards.
- Served as a trusted liaison for franchisees and senior restaurant staff, providing updates and guidance throughout project lifecycles.
- Used AutoQuotes to create accurate equipment estimates tailored to store layouts, helping clients plan effectively.
- Collaborated with corporate teams and manufacturers to align expectations and deliver seamless installations.

SHORESITE DESIGNS LLC - *Web/Graphic Designer | Project Manager* February 2014 - March 2022

- Designed and maintained client websites with a focus on usability, responsiveness, and brand alignment.
- Conducted thorough testing to ensure websites met current standards and provided a smooth user experience.
- Met with clients to understand their goals and educate them on best practices, offering tailored solutions and ongoing support.
- Provided regular updates to the business owner, recommending design tools and strategies to improve client outcomes.
- Led a team of creatives to deliver cohesive digital solutions, ensuring client feedback was incorporated and deadlines were met.
- Managed client relationships with care, addressing concerns promptly and ensuring satisfaction with final deliverables.

THE ATLANTIC CLUB LLC - Marketing | Digital Designer | IT Support **February 2014 - March 2020**

- Created and distributed weekly newsletters to over 9,000 members, maintaining brand consistency and driving engagement.
- Supported event operations by setting up vendor tables, distributing promotional materials, and ensuring all IT needs were met.
- Oversaw website maintenance for campus and corporate sites, ensuring functionality and ease of use for visitors.
- Installed and managed digital signage and software across campus systems, providing technical support and enhancing user experience.

SKILLS

Team Collaboration, Open Communication, Project Management, Adobe Suite, Trello, Slack, Monday, HubSpot, [Make.com](https://www.make.com/), AutoQuotes, Jobber, Constant Contact, Meta Business Suite. Can pickup software very quickly and are used to finding inexpensive software solutions for issues

EDUCATION

- Brookdale Community College - 3.7 - Associates of Applied Science Criminal Justice
- Chubb Institute - 4.0 Deans List - Graphic and Web Design
- Flatiron School - Certificate in UX Design