

## SKILLS

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- Branding & Marketing Strategies
- Advertising Understanding
- Visual Design
- Logo design
- Website Graphics & Coding
- Organization
- Time Management
- Conflict Resolution
- Leadership
- Team Building
- Photography Composition

## PROGRAMS

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- Adobe Creative Suite
- Microsoft Office Suite
- Canva
- Hootsuite
- WordPress
- Wix
- Google & Meta
- Mac & PC
- AdSketch

## VOLUNTEER WORK

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- Notetaker for Students with Disabilities
- IUP Oak Notes Project
- VBS Teacher
- Window Painting for VBS
- Kitchen Staff at Church Holy Spirit Seminar
- Serve in Greater Works Café
- Church Bulletin Graphics
- Face Painter - Church Carnival

# HANNAH WOOD

GRAPHIC DESIGNER • ARTIST • MARKETER

## ABOUT ME

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Creative Graphic Designer and Artist knowledgeable in social media, advertising, and marketing materials. Resourceful and hardworking with talent for translating company vision into useful graphics and designs. Successful at creating art and graphics that inform and engage viewers. Experience in B2B and B2C marketing as well as digital and print industries.

## WORK EXPERIENCE

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### Graphic Designer, Social Media Manager, Blogger Indiana, PA (Company Unnamed for Privacy)

June 2021 - Present

- Created graphics and content for and assisted in running all company social media accounts as well as various client accounts
- Member of Marketing Team working on branding, campaigns, and designs
- Wrote blogs for Creps company and for clients
- Created web graphics and email blasts
- Tracked social and email analytics
- Designed grocery ad layouts, templates, and unique branded looks
- Designed print materials such as brochures, catalogs, business cards, etc.
- Completed final touches for projects such as images sizes and typography
- Created and managed assets for use in digital and traditional printing methods
- Managed time wisely in face paced, quick changing environment

### Graphic Designer

IUP Eberly College of Business & IT - Indiana, PA

October 2019 - May 2021

- Used Adobe software to create images and layouts for projects
- Developed creative design for marketing purposes, including social media, brochures, banners and signs

## EDUCATION

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### Indiana University of Pennsylvania

BA, Art Studio

2017 - 2021

- Communications Media Minor
- Magna Cum Laude
- Dean's List
- 2020 Junior Women's Leadership Award Nominee
- Homecoming Court 2020 - College of Fine Arts
- IUP Ambassadors
- National Society of Leadership and Success
- Leadership - Coalition for Christian Outreach (CCO)

### Indiana Area Senior High School


High School Diploma


2013 - 2017


- Awarded Best of Show by Indiana Arts Council
- Elected to Woodwind Captain of Marching Band
- Exhibition: "IHS Talent of 2017" - Artist Hand Gallery

## SOCIAL PLATFORMS

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 Instagram  
[@hannahwood artwork](#)

 Facebook  
[@hannahwoodartwork](#)

 LinkedIn  
[Hannah Wood](#)

- Created digital image files for use in digital and traditional printing methods
- Created aesthetically pleasing advertisements that complemented business programs and university events
- Implemented design fundamentals when selecting typography, composition, layout, and color in design work
- Encouraged event and program participation with designs
- Completed final touches for projects such as images sizes and font selection
- Collaborated with Associate Dean and Secretary to complete projects
- Created and updated bulletin boards, investigated changing conditions and recommended strategic adoptions to capitalize on projected changes

### Media Intern

#### Coalition for Christian Outreach - Pittsburgh, PA

October 2020 - May 2021

- Created graphics for digital and print materials
- Ran CCO IUP Instagram and Facebook
- Planned content, shot footage, and edited videos of student testimonies (ex: what does service/faith/obedience mean)
- Created and managed photo library for use of assets in future CCO promotional materials
- Met with the Director of Campus Ministry weekly to set goals and tasks

### Student Assistant

#### IUP Office of Alumni & Friends - Indiana, PA

July 2017 - May 2021

- Kept physical files and digitized record assets organized for easy updating and retrieval by authorized team members
- Created graphics for newsletters, website, and social media
- Interacted with customers professionally by phone, email and in-person to provide information and direct to desired staff members
- Greeted incoming office guests, answered questions and directed individuals to desired locations to enhance team efficiency
- Created over 100 name tags per event and organized necessary supplies for events
- Worked Homecoming and Distinguished Alumni events
- Facility Manager for events
- Interacted with IUP Board of Directors for event and program planning