



Hannah Carnes

GRAPHIC DESIGN AND MARKETING

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 Philadelphia, PA

Summary

Graphic Designer with 7 years of experience in branding, marketing, print and digital design. Skilled at Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premier) as well as hand-drawn illustrations. Managed 47 marketing projects within the last 2 years which raised over \$500,000 for the organization.

Education

Illinois State University

Normal, Illinois
Graduated May 2018

Bachelor of Fine Arts
Major: Graphic Design
Major: Sculpture/Expanded Media

Cumulative GPA: 3.94/4.0
Graduated Summa Cum Lauda
Graduated with Honors

Skills

Graphic Design
Client Relationship Management
Project and Event Management
Social Media Content Creation
Community Outreach
Action Oriented
Multitasking
Motivating Others
Interpersonal Savvy
Time Management

Software

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Premiere Pro
Squarespace
Mailchimp
Slack
Trello
Zoom
GSuite
Dropbox
WeTransfer
MS Suite
WordPress

Professional Experience

Visual Communication and Marketing Specialist

In-Sight Photography Project | September 2019–Present

Nonprofit providing financially inclusive arts programming that empowers youth to communicate their personal visions

- Design print and digital marketing assets in alignment with the visual brand identity and design standards
- Manage marketing projects from start to completion
- Responsible for the planning, coordinating, and implementing the organization's first annual report in 6 years
- Created and managed 2019 Annual Appeal which raised \$50,000

Marketing Associate | AmeriCorps Member

In-Sight Photography Project | November 2018–September 2019

- Completed a full website redesign
- Wrote copy, designed, and deployed email marketing campaigns through Mailchimp
- Managed social media content for Instagram, Facebook and Twitter for over 3,000 followers
- Created and managed all marketing materials for In-Sight's 21st Annual Auction which raised almost \$25,000

Graphic Designer

COCA - Center of Creative Arts | June 2016–March 2020

Nonprofit with a mission to enrich lives and build community through the arts

- Designed marketing collateral including brochures, posters, flyers, booklets, and merchandise which were distributed to over 50,000 people
- Created marketing plan for the Create Our Future Campaign, a \$45 million, multi-year effort to fund the capital renovation and expansion of COCA
- Coordinated photoshoots and photographed art productions and events for Marketing Team
- Provided exceptional customer service to students and parents with questions via telephone, email, and at productions and events

Leadership

Center For Community Engagement and Service Learning | Illinois State University

Plane Leader

GRID Alternatives in Sacramento, CA | 2017–2018

Installed solar panels for low-income families in California

- Developed Illinois State University's first cross-country volunteer trip through Club Alternative Breaks
- Co-wrote grant proposal for \$22,000 and received full amount to fund transportation and housing
- Served as the primary leader looking after 16 participants during the week of service

Trip Leader

Guatemala Stove Project in Quetzaltenango, Guatemala | 2017–2018

Improved domestic respiratory by health building stoves in low-income areas

- Organized and facilitated 8 pre-trip meetings
- Served as a primary leader looking after 24 participants during 2 weeks of international service

Study Abroad Exchange Program | Illinois State University

Minerva Academy in Groningen, Netherlands | 2014–2017

- Created the first exchange program between Illinois State University's School of Art and an international art school
- Wrote grant proposal and received full funding for my entire year of study
- Created a partnership with Minerva Academy, arranged design-specific course work, credit transfers, transportation, and housing