




# HANNIE WALDRON

I am a Creative Director and designer with over 10 years of experience. I'm motivated by solving big, complicated projects and delivering smart, thoughtful solutions. A blank sheet of paper doesn't scare me—it gets me excited! I'm always looking for an opportunity to push the creative envelope while never losing sight of the customer. Incorporating research, industry insights and trends is a natural part of my process because I know the best creative is more than a pretty picture... It tells a story.

EDUCATION	PROFESSIONAL EXPERIENCE
<p>California State University Fullerton</p> <p>Bachelor of Fine Arts (BFA) Graphic Design</p> <p>Graduated with Honors Cum Laude</p>	<p><b>Comcast Advertising</b> <span style="float: right;">2019 - Present</span> <i>Art Director, Brand Marketing</i></p> <p>Hold a very high-energy and strategic role growing and shaping the Comcast Advertising umbrella of brands including Effectv, FreeWheel, AudienceXpress, Xumo and Go Addressable. Lead and mentor a team of talented designers, supervising their work and helping to achieve their career goals and growing their skills. Partner with other departments and senior leaders closely to achieve company goals.</p> <p><i>Select Accomplishments</i></p> <ul style="list-style-type: none"><li>• Managed the transformation of FreeWheel Media to AudienceXpress from the ground up including logo development, website UX/UI, and external marketing materials</li><li>• Work closely with Event Marketing to create immersive experiences to promote Comcast Advertising and FreeWheel at CES, the Cannes Lions Festival of Creativity and many more exciting events</li><li>• Design eye-catching and informative reports, sales presentations and interactive infographics that align with client needs and business objectives</li><li>• Developed new look and feel for the FreeWheel brand to evoke innovation, and sophistication, which launched October 2022</li></ul>
<p><b>CERTIFICATIONS</b></p> <p>After Effects CC 2019 Essential Training: Motion Graphics <i>LinkedIn Learning</i></p> <p>Advanced Google Analytics <i>LinkedIn Learning</i></p> <p>Social Media Marketing Foundations <i>LinkedIn Learning</i></p> <p>Online Marketing Foundations <i>LinkedIn Learning</i></p>	<p><b>Lightbox Video Network</b> <span style="float: right;">2018 - 2019</span> <i>Senior Graphic Designer, Marketing</i></p> <p>Responsible for creating custom tailored sales presentations including thought-provoking branded content ideas and editorial programs to increase revenue. I conceptualized and created custom content for use on video screens, designed all marketing collateral including one sheets, brochures, email marketing campaigns and promotional items while delegating to and managing junior design staff.</p> <p><i>Select Accomplishments</i></p> <ul style="list-style-type: none"><li>• Spearheaded company rebrand including logo design, brand guidelines, marketing collateral, website design and promotional products in less than three months, working directly with the company CEO</li><li>• Increased social media followers by 38% in six months with the use of clear platform objectives and impressive graphics to capture attention</li><li>• Earned multiple awards for providing quality sales presentations and designs under extremely tight deadlines and winning new business</li></ul>
<p><b>CONTACT</b></p> <p><b>P:</b> 435.279.7640</p> <p><b>E:</b> hannie@hlwdesign.com</p> <p> <b>Online Portfolio</b></p> <p> <b>LinkedIn</b></p>	



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## CORE COMPETENCIES

Adobe Creative Suite  
Web Design  
HTML5 / CSS3  
Wordpress / PHP  
Social Media Marketing  
Sales Presentations & Proposal Development  
Motion Graphic Design  
Brand Management & Corporate Identity  
Corporate Branding  
Digital Illustration  
Management & Communication  
Event and Experiential Design

## CONTACT

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[Online Portfolio](#)



[LinkedIn](#)

## PROFESSIONAL EXPERIENCE CONTINUED

**New York Health & Racquet Club** 2016 - 2018  
*Senior Graphic Designer, Marketing*

Created promotional materials such as motion graphics, digital advertising, and email marketing campaigns. I have also art directed all photo and video shoots, including all retouching and editing for use in digital and print media.

### Select Accomplishments

- Managed a collaborative team to design & develop new company website which increased online memberships by 12%
- Conceptualized and directed two successful campaigns *Shatter Expectations* and *Your Club, Your Story*, including video shoots, photography, marketing emails and all social media amplification
- Implemented new partnerships and designed advertising for various online and print publications including the New York Post, New York Magazine & Time Out New York

**Penn Corporate Relocation Services** 2012 - 2016  
*Senior Graphic Designer, Marketing*

Designed and composed formal proposals, presentations, and marketing materials. Also designed the truck decals, FAQ and helpful documents to assist corporate clients for a smooth and seamless relocation.

### Select Accomplishments

- Designed and developed new website focused on user experience to allow easy account management and online relocation requests
- Created and implemented new internal digital order submittal system increasing company efficiencies and revenue
- Developed online record storage management system for Operations team including custom dashboard for clients

**Contract Services Group (CSG)** 2010 - 2012  
*Manager, New Media Marketing*

Created and managed all social media assets, content and reporting. Analyzed SEO for the website; initiated changes to improve search engine rankings. Designed marketing collateral to support sales team's efforts.