

HANNAH FOWLKES

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Marketing & Graphic Design

My passions include fashion, creative thinking and offering marketing and design solutions to solve business problems.

■ EDUCATION

Sept 2009 - May 2013:
Visual Communication Design
Kent State University, Kent, OH

■ PROGRAMS

Photoshop, InDesign, Illustrator, Mailchimp, Listrak, Google Adwords, Google Analytics, Facebook Ads, Pinterest Ads, Twitter Ads, GitHub, Pepperjam, Netsuite, Magento, Hootsuite, Excel

■ SKILLS

Graphic Design, Photo Editing, Superimposing, Email Marketing, Marketing for E-Commerce, Social Media Marketing, Basic HTML/CSS, UX & UI, SEO Optimization

Marketing Manager, Amrita Singh Jewelry

Feb 2015 - Present // New York, NY

- Managing a team of marketing associates
- Responsible for website UX & UI
- Email Marketing through Mailchimp
- Managing a team of web developers
- Responsible for all creative (web graphics, e-blasts, advertising campaigns, lookbooks, etc.)
- Studying analytics and reporting on performance and monthly revenue goals
- Affiliate marketing through Pepperjam Network
- Running campaigns through Facebook Ads, Twitter Ads, Pinterest Ads & Google Adwords
- Writing fashion and style guide blog posts
- Troubleshooting web issues
- Some HTML/CSS coding

Graphic Designer, The Orchid Boutique

Sept 2013 - Feb 2015 // Miami, FL

- Email marketing through Listrak
- Studying analytics to improve click through rate and conversions
- Designing webpage banners and homepage blocks
- Responsible for website and mobile app UX & UI designs
- Designing and wireframing entire mobile app layout
- Designing Google PPC ad campaigns
- Designing print advertisements (in-store flyers, posters, banners, brochures)
- Actively managing social media platforms
- Isolating product photos on white backgrounds using Photoshop
- Photoshopping product photos onto existing catalog images

Graphic Designer, Freelance, Play Method App

Sept 2013 - May 2014 // Miami, FL

- Designing and wireframing website
- Working cross-functionally with developers
- Actively maintaining website through Wordpress

Graphic Design Intern, DoYouRemember Inc.

May 2013 - Aug 2013 // Miami, FL

- Designing weekly email newsletter
- Creating imagery for social media
- Designing infographics
- Actively managing Pinterest platform

Graphic Design Intern, Kent State Hillel

Jan 2012 - Jan 2013 // Kent, OH

- Designing flyers, brochures and apparel
- Coordinating and promoting marketing events