

# HANNAH ALEXIS WILEY

## CONTACT

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## EMPLOYMENT

### GRAPHIC DESIGNER

Tango Creative Group | Spring 2024- Summer 2024

### GRAPHICS & MARKETING MANAGER

Ly Sports | Spring 2023- Fall 2024

### PROVINCIAL COMPETITIVE COACH & PROGRAM COORDINATOR

Royal City Artistic Swim Club | 2016, 2018 & 2020-21 seasons

### SALES ASSOCIATE & CASH HANDLER

Gap INC. | Spring 2017-Winter 2020

## EDUCATION

### ST. CLAIR COLLEGE

Advanced Graphic Design Diploma Graduate

## SOFTWARE

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Figma & Adobe XD
- Procreate

Hi! I'm Hannah, a passionate and dedicated design graduate eager to bring my skills and creativity to the industry. I'm actively seeking opportunities to collaborate, learn, and gain hands-on experience.

## EXPERIENCE

### GRAPHIC DESIGN

- Designed menus, social media content, and promotional materials for Oven 360 franchises, enhancing brand visibility and engagement.
- Created social media assets, digital campaigns, and editorial content for Tourism Windsor-Essex Pelee Island, increasing online reach.
- Produced annual and quarterly reports for Invest Windsor Essex, delivering data-driven visuals for stakeholders.
- Redesigned and vectorized sports team logos for scalability and consistent brand application.
- Developed social media content and marketing strategy for Ly Sports, driving brand awareness.
- Managed website design and email marketing for lysports.com, improving user experience and campaign effectiveness.

### MARKETING & COMMUNICATIONS

- Captured promotional and event photography to enhance marketing materials.
- Designed event posters and infographics for clear and engaging communication.
- Managed social media advertising through Meta Business Suite, optimizing campaigns for reach and engagement.
- Developed and executed email marketing campaigns to increase brand awareness and customer engagement.
- Operated Instagram, Facebook, and YouTube accounts, driving content creation and audience growth.

### SALES AND CUSTOMER SERVICE

- Delivered exceptional client communication across email, live chat, phone, and in-person, ensuring seamless interactions and resolving conflicts effectively.
- Managed retail, online, and phone sales, driving customer engagement and revenue through personalized service.
- Applied comprehensive product and service knowledge to enhance customer satisfaction and maintain positive relationships.

## SKILLS

- Microsoft Office
- Google Apps
- Adobe Creative Suites
- Data Management Software
- Print Production
- Social Media & Content Creation