

Han Carnes

CAMPAIGN MANAGEMENT & STORYTELLING

(any pronouns)

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📍 Wellington | Pōneke

Profile

Kia ora! Ko Han toku ingoa. I am a campaign manager and fundraiser with 9 years of specialized experience developing and executing successful multi-channel grassroots campaigns. Within the last 2 years, I created and managed 62 projects which connected over 2 million people. My mahi is dedicated to those who deserve a moment on the pedestal to speak their story. I am especially passionate about building supportive, healthy communities and whānau.

Skills & Knowledge

Digital Campaigns & Fundraising

Marketing & Communications Management

Media & Content Strategy

CRM Tools

Salesforce, Zendesk, Asana, Basecamp

Social Media Content Creation

Instagram, Facebook, LinkedIn, TikTok, Twitter

EDM Platforms

MailChimp, Squarespace, Wix

Complex Problem Solving

Community Outreach

Client Relations

Copywriting

Collaboration & Motivating Others

Engaged Critical & Creative Thinking

Immaculate Attention to Detail

Organization & Time Management

Public Speaking

Willingness to Grow

Ability to Work Under Pressure

Fast Learner

Interpersonal Communication

Photo & Video Editing

Solid understanding Typography & Colour Theory

Adobe Creative Suite

Illustrator, Photoshop, InDesign, Premiere Pro

Google Ads & Analytics

Microsoft Office

Squarespace

HTML & CSS

Professional Experience

Artist | Small Business Owner

I Am A Fartist | May 2018–Present

I Am A Fartist is my own brand and art business. I Am A Fartist is an e-commerce website and stocks products in art shops around the USA.

- Created entire business from the ground up
- Design and launch new and evolving products including zines, prints, stickers, and wearables
- Execute comprehensive yearly marketing strategy to attract and retain clients
- Manage social media content and email marketing for over 1,600 subscribers
- Collect and analyze data and feedback on communications, messaging, and brand identity effectiveness
- Connect with over 30,000 community members at local vending and engagement opportunities
- Communicate with manufactures and printers to guarantee timely and high quality production

Lead Graphic Designer

Philadelphia Department of Public Health | July 2021–October 2023

The Substance Use Prevention and Harm Reduction Division strives to create a city free of overdose, stigma, and harms of the War on Drugs

- Provided specific communications support and advice to the department's 7 divisions including creating strategic plans, building understanding, and designing materials
- Wrote copy, designed, and deployed accessible content (media releases, social media, website, email marketing, and CMS) for internal and external channels
- Tracked analytics across digital campaigns, including using CRMs, to drive audience development and foster engagement
- Ensured prompt and accurate progress of concepts from budget development through project completion
- Developed and launched 3 successful neighborhood-specific marketing campaigns reaching 1.5 million people
- Completed a full website redesign from scratch which increased site traffic to almost 5k unique visitors each month

Visual Communication and Marketing Specialist

In-Sight Photography Project | September 2019–March 2022

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

- Created and delivered innovative marketing campaigns across digital, video, print, and events
- Collected and analyzed data and feedback on communications, messaging, and brand identity effectiveness
- Interpreted creative briefs into conceptual ideas that communicate to diverse communities
- Researched and connected with the community about new engagement opportunities
- Developed and executed print and digital designs in alignment with visual brand identity and standards
- Responsible for the planning, coordinating, and implementing the organization's first annual report in 6 years
- Created and managed the 2019 and 2020 Annual Appeals which collectively raised over \$100,000

Marketing Associate & Teaching Artist | AmeriCorps Member

In-Sight Photography Project | November 2018–September 2019

- Led workshops and classes to teach students between the ages 11–18 about graphic design and marketing
- 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

Interests

Social Dance

Hip Hop, House, Voguing, Waacking,
Locking, and Street Jazz

Visual Arts

Illustration, Fashion/Streetwear,
Embroidery, Screen Printing, &
Public Art Installations

Reading

Current Favorite Genre:
Historical Fiction

Education

Bachelor of Fine Arts, Illinois State University

Major: Graphic Design

Major: Sculpture/Expanded Media

Graduated Summa Cum Lauda

Graduated with Honors

Graphic Design, Hanze University Groningen, Groningen

Created and test ran Illinois State University School of Art's first international exchange program

Additional Leadership Experience

Diversity and Inclusion Council Leader

Philly Cheer Elite | Philadelphia, PA | 2022–2023

- Create informative presentations and lead discussions surrounding LGBTQIA+ topics
- Help facilitate an inclusive environment at practices, events, and fundraisers
- Work with board members to make our organization an active part of the Philadelphia queer community

Trip Leader

Center For Community Engagement and Service Learning | Illinois State University | 2016–2018

- Developed Illinois State University's first sustainability cross-country volunteer trip
- Co-wrote grant proposal for \$22,000 and received full amount to fund transportation and housing
- Served as the primary leader looking after 35 participants during service trips