



Hannah Carnes

GRAPHIC DESIGN & COMMUNICATION

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Summary

Graphic design and communications specialist with 7 years of experience in branding, marketing, print, and digital design for nonprofit organizations. Proven commitment to social and racial justice with a desire to disrupt existing systems. Strong understanding in designing within local and state requirements and guidelines. Managed 62 marketing projects within the last two and a half years which raised over \$730,000 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 & Knowledge

Graphic Design
Communications Management
Client Relationship Management
Project and Event Management
Social Media Content Creation
Community Outreach
Action Oriented
Multitasking
Motivating Others
Interpersonal Savvy
Time Management
Adobe Creative Suite
Illustrator
Photoshop
InDesign
Premiere Pro
Squarespace
Mailchimp
Slack
MS Suite
Canva
WordPress
HTML & CSS
Sketch

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

- Concept, develop, and execute print and digital designs in alignment with visual brand identity and standards
- Collect and analyze data and feedback on communications, messaging, and brand identity effectiveness
- Interpret creative briefs into conceptual ideas that communicate to diverse communities
- Research and connect with the community about new engagement opportunities
- 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

Customer Service Specialist

InstaMed | March 2021–Present

Healthcare technology company

- Effectively communicate technical information to domestic and international platform users
- Perform root-cause analysis and resolve technical issues
- Create and maintain case documentation for InstaMed's CRM

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

Undergraduate Leadership Experience

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