



🌐 heatherhaely.com
✉ heatherah43@gmail.com
☎ 1(248)770-8573

Art Director • Designer • Creative Strategist • Marketer • Optimist

I'm a creative with a background in branding, advertising, design, and content that brings ideas to life. Stories and emotions are powerful and the most important element to capture any brand's audience. From my experiences, I've learned how to find a strategic and creative way to convey them. Let me do that for you.

EXPERIENCE

Digital Marketing and Graphic Design Lead November 2020 – Present Kem Krest

- Design and execute marketing efforts, branding, videos, and PR
- Create digital and traditional B2C, B2B, and internal designs
- Facilitate market research, analysis, and strategy
- Manage social media, email campaigns, website, content, UX/UI, and SEO
- Monitor and report on brand performance, sales, market activities, and trends

Graphic Designer January 2018 – June 2020

H-Net: Humanities and Social Sciences Online

- Designed a new website, UX, new logo and branding
- Collaborated with clients to meet their design needs
- Created +200 assets/designs
- Performed administrative tasks

Digital Director April 2018 – June 2020 VIM Magazine

- Managed team of 10 in marketing, writing and editing
- Directed photo shoots and edited assets
- Edited +800 articles for content, structure & grammar
- Evaluated and fused content trends into web and socials

Designer, Writer, and Editor January 2019 – May 2020

Freelance — *The Current* and *The Offbeat*

- Created the layout and covers for 4 printed journals
- Produced social, print, marketing, and publicity material
- Wrote and edited digital and print pieces

EDUCATION

Certified Digital Marketer
American Marketing Association and
Digital Marketing Institute

Michigan State University | East Lansing, MI
Academic Scholars Program

Degrees:

- Advertising, B.A. (*Art Direction*)
 - Professional Writing, B.A. (*Editing & Publishing*)
- GPA: 3.83

AWARDS

Mid-Michigan Creative Alliance:
2020 ADDY
2019 ADDY

