

GRAPHIC DESIGNER

RECENT COURSEWORK

2020

Digital Marketing Strategy
& Management
SMU | Dallas, TX

2020

Writing Engaging
Content & Copy
SMU | Dallas, TX

2020

Best Practices in Social Media
and Digital Communications
SMU | Dallas, TX

EDUCATION

1999 – 2003

Bachelors of Science
Multimedia Web Design
AIP | Pittsburgh, PA

APPLICATIONS

Creative Cloud	Microsoft
Photoshop	Word
Dreamweaver	Excel
Illustrator	Publisher
Indesign	PowerPoint
Adobe Acrobat	Outlook
Wordpress	OneDrive

DESIGN SKILLS

Typography	Signage
Photography	Wayfinding
Digital	Interior
Email	Print
Web	Banners
Social Media	Newsletter
Logo Creation	Menus
HTML/CSS	Brochures

BRIDGET HILL

CONTACT

(410) 960-8637
BridgetHill.com

crayonblue@hotmail.com
linkedin.com/IN/bridgetshill

EMPLOYMENT

2014 – 2020

Graphic Designer

Lori's Gifts | Carrollton, Texas

- Managed competing design priorities including but not limited to B2C emails, flyers, posters, banners, coupons, table tents and B2B brochures and trade show graphics
- Collaborated with colleagues and upper management regarding ongoing projects and provided status updates.
- Designed coordinating materials to maintain appropriate look and feel for all corporate products and services.
- Created and/or revised digital and offline marketing to produce fresh ideas for monthly promotional store campaigns.
- Executed various aspects of store signage production including scanning, digital retouching, image editing, product photography and page layout to be deployed to over 400 stores.

2013 – 2014

Communications Director

Dallas Athletic Club | Dallas, Texas

- Produced and coordinated the development of communications for the purpose of serving the members through the marketing of clubs events, programs and services.
- Managed branding through all touch points of the club's business such as the pro shops, clubhouse, golf courses and tennis courts.
- Designed / created / managed newsletters, website, menus, calendars, brochures, emails and interior signage.
- Provided photographic coverage of Club events and activities using DSLR camera and equipment.

2007 – 2011

Graphic Artist

Maryland Pennysaver | Hanover, Maryland

- Handled graphics request of multi-color illustrations, photographs and editing imagery to increase customer satisfaction.
- Reviewed graphics requests and advised clients of best standards and practices of graphics technologies, computer generated graphics, illustrations and publication requirements to reduce error rates.