



HAYDEN SKAGGS

GRAPHIC DESIGNER

Let's meet!
I'm Hayden - graphic designer, marketing director,
and digital explorer.

EDUCATION

BFA
GRAPHIC DESIGN
2017-2020

THE UNIVERSITY OF TAMPA
401 W. KENNEDY BLVD.
TAMPA, FL
33606

EXPERIENCE

MARKETING
DIRECTOR
JULY 2021-
CURRENT

DYNAMIC OMNI CHANNELS
Developed quarterly marketing plans to be presented to CEO and executives and organized a schedule for said plans. Worked closely with developers as well as client relations and sales teams to maintain consistent messaging across campaigns. Examined target audience and curated advertising campaigns across a variety of social media platforms and direct mail pieces. Maintained websites, branding, and social media accounts for Dynamic Omni Channels and sister companies.

GRAPHIC
DESIGNER
FEB 2021-
JULY 2021

AMERICAN MARKETING & MAILING
Created and edited InDesign templates for production design, utilized XMPie to create variable mail pieces, formatted and designed collateral for large format printing (including banners, signage, fliers, etc), and designed within limitations of specific brand guidelines.

SOCIAL
MEDIA
INTERN
AUG 2020-
DEC 2020

THE UNIVERSITY OF TAMPA
Curated an assortment of visual content, from short videos to photographs to typographic or abstract designs to communicate University pride. Scheduled posts and managed content interactions. Wrote and edited copy for social media posts. Used google analytics to observe organic growth and pin-point weaknesses.

REFERENCES

DAVID CONWAY
DEVELOPER
Dynamic Omni Channels

Phone: (727) 222-9060
Email: dave@dynamicomnichannels.com

LISA WILLARD
PROFESSOR
The University of Tampa

Phone: (512) 317-3820
Email: lwillard@ut.edu

PHONE
(202) 740-7768

EMAIL
hayden@haydenskaggsdesign.com

WEBSITE
haydenskaggsdesign.com

RESIDENCE
Tampa, FL

SKILLS

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE XD

ADOBE PREMIERE PRO

ADOBE AFTER EFFECTS

WORDPRESS

MICROSOFT OFFICE

FIGMA

HONORS & AWARDS

MAGNA CUM LAUDE

2020
UNIVERSITY OF TAMPA

2ND PLACE

2020
ANNUAL STUDENT JURIED EXHIBITION