

HAYDEN SKAGGS

Graphic Designer

Tampa, FL
HaydenSkaggsDesign.com
Hayden@HaydenSkaggsDesign.com
813.708.3669

PROGRAMS

Indesign
Illustrator
Photoshop
Lightroom
XD
Premiere Pro
Adobe Acrobat
Microsoft Office
Procreate
Tiled
Hubspot

EDUCATION

Bachelor of Fine Arts
The University of Tampa
Graphic Design
2020

CERTIFICATIONS

Hubspot Digital Marketing
2022

EXPERIENCE

Senior Graphic Designer

Benchmark International
June 2022-Current

- Photographed, edited, and distributed employee headshots
- Created e-book campaigns which obtained a 55% growth of organic leads
- Designed and produced our in-house publication The Mark
- Designed and produced conference booklets
- Created a guerilla marketing campaign for lead generation
- Designed and optimized web-apps for sales enablement and employee onboarding
- Designed video advertising (long and short form)

Marketing Manager

Dynamic Omni Channels
July 2021-June 2022

- Created a variety of print and digital marketing ad campaigns
- Designed social media graphics
- Created new branding including logos, color pallets, and typefaces
- Designed new website, landing pages, and website assets
- Created direct mail campaigns
- Designed packaging for direct mail

Graphic Designer

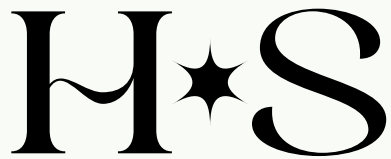
American Marketing & Mailing Services
February 2021-July 2021

- 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, and packaging)
- Designed direct mail content within specific brand guidelines

Social Media Intern

The University of Tampa Art Department
August 2020-December 2020

- Photographed and edited content from student and faculty work
- Scheduled social media posts on Instagram to maintain a regular stream of content and boost engagement
- Helped devise social media strategies including when to post content and which hashtags to use to maximize reach
- Analyzed engagement, views and reach data



Tampa, FL
HaydenSkaggsDesign.com
Hayden@HaydenSkaggsDesign.com
813.708.3669

HAYDEN SKAGGS

Graphic Designer

To Whom It May Concern,

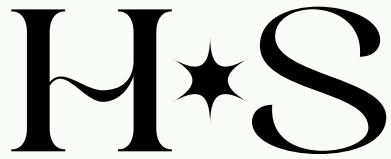
I am very interested in the Graphic Designer position at your company. I am a graduate of the University of Tampa's BFA Graphic Design program and believe that I have cultivated the skills within my four years of studies to be the ideal candidate for this position. As a Graphic Design student, I gained experience using the Adobe Creative Cloud Suite and can comfortably navigate Illustrator, InDesign, Photoshop, and After Effects. Through my experience as Art and Website Editor of Neon Literary Magazine, I have developed highly proficient skills in writing, layout, and typesetting for web design. I overhauled the magazine's previous website, creating a new navigation system, home screen, contact menu, and more. As a result I became highly familiar with website builders such as Wix and Wordpress.

As a Graphic Designer and Production Artist for American Marketing and Mailing, I was responsible for editing and developing InDesign templates for variable mail pieces such as postcards and letters. My duties also included proof-reading copy to ensure quality, as well as processing documents through XMPie to generate variable data. This experience has taught me precision in attention to detail, which is of the utmost importance in print design. One of my main responsibilities for this company was designing large-format banners and signs for different clients based upon their specific needs. As a result, I've become comfortable, not only in my designs, but also in using Océ Pro Cut to send, nest, and cut print jobs. Some of my work for these clients includes wedding seating charts, drive-through menu signs, and pole banners for car dealerships.

I believe that I would be a good fit for this company because I am not only capable of creating outside of the box design solutions, but it is also my passion. I have cultivated a high turnover rate for projects which is perfect for a fast-paced environment. I believe in design as a form of communication first and foremost and strive to create the best possible solution to any client's problem. Please consider me for this open position. I look forward to hearing from you and discussing this career opportunity in further detail.

If you would like to view my work please access my website at haydenskaggsdesign.com

Warmly,
Paige Hayden Skaggs



Tampa, FL
HaydenSkaggsDesign.com
Hayden@HaydenSkaggsDesign.com
813.708.3669

HAYDEN SKAGGS

Graphic Designer

REFERENCES

Courtney Johnson

Supervisor | American Marketing And Mailing
813.504.0104
courtneyjohnson.amms@gmail.com

Corey George

Supervisor | The University of Tampa
813.810.5264
cgeorge@ut.edu

Lisa Willard

Professor | The University of Tampa
512.317.3820
lwillard@ut.edu