



brianHAYS.me

## MARKETING & GRAPHICS SPECIALIST

### LOCATION:

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### PHONE:

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### EMAIL:

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### WEBSITE:

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### EDUCATION:

Bachelor of Arts, Graphic Design  
Louisiana Tech University



### PROFILE:

I am a seasoned design professional and communication specialist with over 17 years of experience in branding, communication and marketing. I excel in developing branding strategies and solving problems that arise in the design world. I deliver innovative direction that consistently meets or exceeds my clients' goals. My creativity is more than the tools I use, it's the desire to produce an experience through my designs that fuels my approach.

### WORK:

Present

#### Studio Design Manager, Old Time Pottery

- Brand development and graphic design solutions
- Marketing strategies and development
- Website design, development and management
- SEO management for website and social media
- Leading of email marketing strategy and implementation
- Manage & lead studio staff in day to day activities and art direction

2019

#### Freelance Design & Marketing

- Brand development and graphic design solutions
- Brand promotion, SEO & manage social media
- Bootstrap, HTML, CSS, Wordpress and CMS systems
- UI design, Wireframing websites and web applications

06-18

#### Senior Instructional Designer and Consultant, Learning Solutions: Hospital Corporation of America

- Innovation leader through automation and streamlining processes
- Department Senior designer, script writing, storyboard design & development, audio/video production and final development for a user base of over 100K users.
- Brand development for campaign initiatives
- Maintain client relationships with ongoing web based training development and design.

03-06

#### Computer Specialist, Program Training Manager

- Developed schedule of more than 100 classes
- Managed, interviewed and hired contract instructors
- Wrote custom course curriculum and taught a variety of software classes ranging from HTML & CSS, to Illustrator, PhotoShop, Dreamweaver and Acrobat.

### SKILLS & SOFTWARE:



SOCIAL & SEO MARKETING



ADOBE ILLUSTRATOR



ADOBE CAPTIVATE



ADOBE PHOTOSHOP



ADOBE PREMIER



HTML & CSS



ADOBE INDESIGN



ADOBE DREAMWEAVER



ADOBE AUDITION