

# Hannah M. Johnson

I am a freelance creative, ranging from graphic design and illustration to photography and content creation. My work has included branding projects, website building, content creation and strategy, product photography, illustration, and advertising collateral, among other projects. I am highly interested in bringing an organizations ideas and mission to life, and I pride myself on my client relationships. I am quick to ask questions and maintain communication, and I make sure to set clear and attainable goals with every project I start. While I am able to achieve aesthetic and creative goals for clients, I have been happy to see financial and metric-based goal also met and exceeded. I am comfortable advocating for both the audience and the brand when creating, and I am able to present my ideas confidently and clearly to key stakeholders.

## WORK EXPERIENCE

### Aquent/Vitamin T

#### Talent Sourcing Specialist | 2022-2023

- Successfully sourced, interviewed, and placed talent within creative, marketing, technical, and design roles for a variety of client sizes and industries.
- Supported recruiters, working with them from intake calls, interviewing candidates, client check-ins, and managing talent portfolios/profiles/resumes.
- Provided guidance for talent throughout interview process on how to improve their resumes, communication, and portfolios based on market trends and a better chance to be hired.
- Checked in with working talent to maintain relationship, as well as to ensure that their expectations were met within roles.
- Constantly adapted my standard process to optimize workflow and success within organization.

### Highland Park United Methodist Church

#### Graphic Designer | 2021

- Working alongside Content Director to create content to promote and maintain the HPUMC brand through digital and print assets.
- Collaborating with videographer and copywriter to pitch campaigns and looks for sermon series, social media, and web.
- Re-branding for Impact, Tower Arts, Belong, and HPUMC Kids.

### Elevate Life Church

#### Graphic Designer | 2020

- Creating content for sermons, events, social media, etc.
- Re-branding for ELC kids, Youth, and ELC Music.
- Art directing campaigns and strategies to increase engagement both in person and online.

### Four Man Furnace

#### Graphic Designer | 2019

- Creating content for a variety of platforms and mediums.
- Maintaining relationships with clients such as La Quinta, Motel 6, and Parkland Health.
- Managing digital content across web, email, and social platforms.

### The Abilene Post

#### Business Development Director | 2016-2018

- Creating and maintaining relationships with business owners and developers in Abilene to form professional partnerships.
- Prioritizing business strategies to optimize growth.
- Proposing new deals to prospective clients, negotiating and communicating to establish accounts.

## EDUCATION

### Duke Divinity School - Current Master of Divinity

### Abilene Christian University B.S. Interdisciplinary Studies

#### Honors College

A.I.G.A., ACU | President (2018-2019)

Dean's Honor List | Recipient (2016-2019)

## SKILLS

**Design Tools:** Adobe CC (Illustrator, InDesign, Photoshop, Lightroom, Premiere, After Effects), Figma, Wordpress, Squarespace

**Microsoft Office:** Word, Excel, PowerPoint

**Marketing and Digital Strategies:** Mailchimp, Hubspot, Google Analytics, Sprout Social, Social Media

**Task Management:** Monday, Asana, Trello, Wrike

**Customer Relationship Management:** Touchpoint, Salesforce

**Full Life Cycle Recruiting:** Applicant Tracking Systems, LinkedIn Recruiter

## CONTACT

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**Online Portfolio/Website:** HowdyHannah.work | ExpositionPhotography.com

**LinkedIn:** linkedin.com/in/hannahmj

## SPEAKING

### TEDxACU

Speaker | March 2019

### ACU Undergraduate Research Festival

Presenter | April 2019

### ASLE Conference

Panel Speaker | June 2019