

Hannah Ellen Spencer

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FREELANCE

Creative Designer + Marketer
Jan 2014 - Present

Working with clients to develop company structure, create processes, and launch strategies, I collaborate closely with partners and founders to implement plans, report results, and optimize and reiterate to exceed KPIs. My services range from branding, web design, and development to digital strategy, email campaign management, SEO, SEM, data analyzing, and project management.

PAIR OF THIEVES

Digital Marketing Manager +
Senior Digital Designer
May 2018 - July 2019

Managed 1.2 million digital ad budget. Improved our ecommerce sales growth 7% YoY while spending 50% less. Created and implemented strategies for all digital marketing channels. Oversaw and implemented all digital design campaigns. Optimized for KPIs and reported back to founders on results and goals. Improved our customer loyalty by implementing a rewards program and marketing efforts to increase our returning customer rate by 23% YoY. Oversaw site migration from Woocommerce to Shopify and a complete redesign of our Shopify site. Managed multiple agencies and partners to improve our digital marketing efforts. Implemented and oversaw new marketing channels such as SMS text, reddit, and podcasting to develop our omni-channel presence.

FRANK COLLECTIVE

Senior Designer
Feb 2016 - May 2018

Lead a team of four designers in a variety of client design projects and marketing campaigns. Projects ranged from conceptualization, strategy, and design solutions for clients including Barefoot Wine, Roasting Plant, Barkchef, TRESemmé, KAYAK, and Meghan Trainor. Worked closely with copywriters and project managers to ensure creative concept was in alignment, brand design + voice were cohesive, and project deadlines were met.

COALITION TECHNOLOGIES

Senior Designer
Jan 2013 - Jan 2014

Established creative direction from concepts to strategies that met the objectives of all client projects and internal work. Supervised, mentored, and educated all junior designers. Provided quality control over designer-produced creative projects. Ensured client branding was consistent throughout all branding materials.

UCLA

Asst Graphic Artist
June 2012 - Nov 2012
(Temporary Contract)

Assisted in project management of Pauley Pavilion renovation, including project management of design contractors. Assisted with various design projects throughout the UCLA athletic department. Redesigned the Hall of Fame touch-screen kiosk and 2012 Olympic Display.

EDUCATION

Eastern Michigan University
December 2011

BFA — Graphic Design

SKILLS

Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), InVision, SEO, Google Analytics Certified, HTML, CSS, Social Media, Microsoft Word + Excel, Keynote, Yotpo, Zendesk, Shopify, Wordpress, Klaviyo, Mailchimp, Project Management software (Asana, Basecamp)