

Hannah Spearman

• GRAPHIC DESIGNER •

EXPERIENCE

Field Marketing Specialist

Sodexo Eastern New Mexico University
January 2013-Present

- Manage marketing materials for all dining services provided by Sodexo.
- Uphold and maintain corporate brand standards.
- Design marketing collateral to advertise ENMU Dining Services to the campus and surrounding community including but not limited to: publications, promotional materials, direct mail, web and social media graphics and monthly calendars.
- Sell meal plans, dining dollars, and other services to ENMU students, staff and faculty.
- Maintain social media, and related websites.
- Plan and coordinate special events corresponding with corporate promotions.
- Write and proof content for marketing materials, partnership report cards and related websites.
- Give meal plan presentations to parents and prospective students during recruitment events.
- Train employees as a part of onboarding; primarily regarding customer service.
- Address customer complaints and comments.
- Issue bi-annual customer satisfaction surveys and assess responses for potential improvements and adjustments to existing services.

Freelance Graphic Designer

Eastern New Mexico University Athletic Department
August 2016-March 2017

- Created publications for sporting events, corporate sponsorship advertisements, game day programs, etc.
- Designed multiple program covers for ENMU football, basketball, and volleyball.

Graphic Design Intern

Sodexo Campus Creative Services
June 2014-February 2015

- Received electronic client order forms and worked on voluntary meal plan marketing collateral; worked virtually with clients to create final versions of requested pieces.
- Worked independently to manage multiple deadlines.

Production Assistant

Signman Signs
August 2012-November 2012

- Completed production work for vinyl signs, car graphics, and other tasks associated with signage and/or vinyl installations.

REFERENCES

David Deal

Graphic Design Professor
ENMU Department of Art
207.415.7840
David@jdaviddeal.com

Katrina Miner

Marketing Supervisor
Sodexo Campus
607.296.5020
Katrina.Miner@sodexo.com

Jennifer Poyer

Communication Services
Eastern New Mexico University
575.791.1079
Jennifer.Poyer@enmu.edu

Dr. Greg Waggoner

ENMU Athletic Director
Eastern New Mexico University Athletics
970.765.6325
Greg.Waggoner@enmu.edu

EDUCATION

Eastern New Mexico University
Honors: Summa Cum Laude
Major: Bachelor of Fine Arts
Emphasis: Graphic Design
Minor: Business

SKILLS

Adobe Creative Suite
Social Media Marketing
Public Speaking
Employee Management
Event Planning
Problem Solving
Passion
Organized

CONTACT ME

575.200.6032



Hannah.Spearman@gmail.com



HannahSpearmanDesigns.com



/HannahSpearmanDesigns



/in/HannahSpearman

