SH — Savannah Heil
D E S I G N

A passionate, detail-oriented graphic and web designer with over 5 years of professional experience in the creative field. Loves UI/UX design and all things digital. Ambitious and always continuing to learn and grow.

Technical Skills

Design

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Adobe XD, Adobe Animate, Adobe Acrobat, Figma, Ceros.com, Tumult Hype, WordPress, Elementor, Divi, HTML, CSS, Canva

Administrative/Marketing

Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft Teams, Slack, Zoom, Monday.com, Trello, Basecamp, Hootsuite, Mautic, MailChimp, Facebook, LinkedIn, Twitter, Instagram

Areas of Expertise

Graphic Design

Typography, Page Layout Design, Corporate Design, Branding, Advertising Design, Production, Digital Illustration, Digital Imaging, Photo Manipulation

Web Design

Interactive Design, UI Design, Web Design, Wire-Framing, Prototyping, Front-end Development

Marketing

Social Media Marketing, Event Planning, Email Marketing, Content Writing, Marketing Research

Education

Pittsburgh Technical College
Oakdale, PA | 2014-2016
Associate in Science Degree, Graphic Design
> GPA: 4.0
> 2nd Runner Up, Graphic Design Portfolio Show | June 2016

Robert Morris University
Moon Township, PA | 2013-2014
Coursework, Media Arts
> Achieved Dean's List status
> Artwork chosen for gallery show display | March 2014

Fort Cherry High School
McDonald, PA | 2009-2013
> GPA: 4.3
> President, Student Council
> Member, National Honor Society
> Editor, High School Newspaper

Experience

Content4Demand

Director, Digital Design
Sept. 2020 - Present

Digital Design Manager
August 2019 - Sept. 2020

> Lead content design for a portfolio of various national clients including: BMC, Poly, and SOC Telemed
> Use the Adobe Creative Suite and Ceros.com to create interactive and static digital assets such as e-books, infographics, whitepapers, case studies, GIFs, and more
> Spearhead coding and outsourcing of development of digital assets when needed
> Lead designer for marketing assets to promote the C4D brand which included the design, development, and launch of our new website within the first 3 months of employment (https://www.content4demand.com)
> Continue to edit and update the website as needed
> Assist our parent company with creation of wireframes, as well as assisting with website edits for its portfolio of brands

Sierra Experts

Creative Lead
Sept. 2017 - August 2019

Creative Designer
February 2017 - Sept. 2017

> Design and create content for marketing and sales teams to include: brochures, booklets, sales folder materials, and graphics for various digital platforms
> Design, develop, and maintain internal company websites and customer websites both on a CMS such as WordPress, as well as static HTML sites
> Maintaing various social media accounts, leading emailing marketing efforts, and many other marketing-related tasks

Zoom Media Connect

Advertising Production Artist
October 2016 - February 2017

> Create and develop digital signage advertising campaigns including both the research and presentation of the content
> Create both animated and nonanimated ads utilizing Adobe Illustrator, Photoshop, and Flash/Animate