



BRITTANY HANSARD

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EDUCATION Bachelor of Fine Arts with a Concentration in Graphic Design
University of West Georgia, Carrollton, Georgia, 2016

SKILLS Mac OSX and Windows Operating Systems
Adobe Creative Suite Version CC: InDesign, Illustrator, Photoshop,
AfterEffects, InCopy, Dreamweaver, Flash, and Acrobat
Marketing Automation: Salesforce, Pardot, Social Studio, and MailChimp
Microsoft Office: Word, Excel, and PowerPoint
Technical: Sublime Text and JavaScript
Other Media: Photography, Letterpress printing, and Screenprinting

EMPLOYMENT **Digital and Graphic Designer**
CDW, Lincolnshire, Illinois, 2017–Present
Development, management, and implementation support of brand guidelines,
Design assets for customer- and partner-facing events, including booth graphics, digital
wallpapers, pop-up display signage, and virtual event invites and content,
Development, implementation, and design support of build process for animated banner
ads, internal and external, using HTML5,
Design and production of print publications for tech-based solutions and partner products,
Digital design and conversion of print publications for display on company app,
Implementation of a new marketing campaign with collaborative design transitions, and
Design company promotional materials including logos, flyers, cards, booklets, etc.

Marketing Communications Coordinator
Southwire, Carrollton, Georgia, 2016–2017
Develop designs across all digital media, including websites, landing pages,
banner advertisements, and social media platforms,
Implement UX and UI design concurrently,
Provide design support in regards to print collateral and advertisement,
Design print projects such as sell sheets, banners, signage, and brochures for
various channels,
Collaborate with various divisions within the company to generate strategy and
design for marketing campaigns, including email marketing, and
Develop and execute marketing automation via Salesforce/Pardot, including A/B
testing, design, layout, and build of email campaigns

Digital Marketing Intern
Southwire, Carrollton, Georgia, 2015–2016
Strategy and design of internal and external email campaigns,
Design of web-based media in relationship to PPC advertisement and SEO,
Coordinate with cross-divisional marketing teams to execute marketing campaigns, and
Ensure all online ads and web design media requirements for Google Adwords, Admobs,
and social media platforms

AWARDS/HONORS Hope Scholarship Recipient, 2011–2016
Dean's List, 2011–2016

2015 Juried Student Exhibition, Bobick Gallery, Department of Art,
The University of West Georgia, Carrollton, Georgia

The Eclectic, Art and Literary Magazine of West Georgia,
The University of West Georgia, Carrollton, Georgia, 2015–2016

ACTIVITIES Member, AIGA, Atlanta Chapter

Member, West Georgia Student Chapter, AIGA

Member, The National Society of Collegiate Scholars, The University of West Georgia,
Carrollton, Georgia

*references available upon request