

Annamarie Hudson

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EXPERIENCE

iHeartMedia, Inc — *Director, Digital Content & Graphic Design*

NOVEMBER 2011 - PRESENT

- Managing multiple jobs simultaneously.
- Spearhead conceptual direction and turning ideas into compelling computer-aided design and layout solutions to meet creative objectives of clients.
- Produce visually compelling content including digital ads, video, landing page designs, brand assets, and digital marketing collateral.
- Uses Digital Content Creation (DCC) to produce computer animation for advertising, web pages, and other needs.
- Assists on new and innovative projects and initiatives involving visual creativity.

Professional Graphic Designer — *Freelance Graphic Designer*

JANUARY 2010 - PRESENT

- Established and manage a freelance graphic design business that aims to assist companies in brand development
- Execute visual identity for clients including branding, promotions and digital marketing
- Conceptualize logo design, animations, videos, websites and social media channels
- Develop creative advertising content for various media, including catalogs, brochures, business cards, flyers, posters and promotional items while ensuring maximum brand awareness of target audience/market
- Enhance client's image to ensure profitability and business growth

STR, Inc — *Senior Graphic Designer*

DECEMBER 2015 - NOVEMBER 2018

- Grew traffic year-over-year
- Successfully executed marketing creative for sold out conference
- Creating graphic design solutions that align with the overall marketing strategies and goals for the organization.
- Creating new visual content including, infographics, print design, layout and production as well as other design-related elements that help tell data stories and educate the target audience.

SKILLS

Communication

Collaboration

Time Management

Adobe Creative Suite

PORTFOLIO
annersdesign.com

Digital Ads

Brand Assets

Infographics

Marketing Collateral

Video

Layout Design

AWARDS

AZBEES

ASBPE Awards of Excellence
Regional Bronze Award 2018
Web Article Design

EDUCATION

Associates of Applied Science
with Concentration in Web
Development & Maintenance
KAPLAN UNIVERSITY