

hannelore branagh

Graphic Designer / Killer Typographer

education

Advertising Major, Design Emphasis
Business Marketing Minor

Texas Christian University | Class of 2017

expertise

Creative Tools

InDesign | Illustrator | Photoshop
Lightroom | Acrobat | Bridge | Sketch

Microsoft Office

Word | Powerpoint | Excel

GSP Certification

Grammar | Spelling | Usage | Punctuation
Writing Mechanics

involvement

Collegiate Athlete, Swimming

Texas Christian University | 2013-2016

Social Media Coordinator

Susan G. Komen Fundraiser | 2014

just for fun

Snow Skiing | Wake Surfing | Running
Dog Mom | Home Chef

HB.

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experience

Senior Graphic Designer - Catalog, Paid Social + Brand

Z Gallerie | October 2019 - Present

- Lead designer of monthly catalog, all print marketing materials and weekly paid social assets (video and static) for Facebook, Instagram and Pinterest.
- Create unique seasonal layouts, typography styles and formatting for monthly catalogs (12-72 pages).
- Collaborate directly with the Creative Director, Art Director, photographer, and stylists on-set to produce quality images for cross-channel marketing (i.e. catalog, social, e-commerce).
- Research and develop new design trends for seasonal colors, typography and editorial style. Present to and collaborate with Brand President, Marketing Director and Creative Director to develop seasonal brand standard for all cross-channel marketing.
- Leader of brand cross-channel marketing standards for social media, web, e-mail and visual merchandising teams to maintain cohesive brand identity throughout customer-facing media providing feedback and approvals for execution.

Graphic Designer - In-Store Marketing

Z Gallerie | January 2019 - October 2019

- Designer for all in-store graphics, including promotional signage, product tags, marketing campaigns, product information and informational signage.
- Responsible for full in-store marketing design process; starting with brainstorming and ideation for promotional campaigns, developing design layouts, presenting options to leadership and providing print-ready artwork files to vendors.
- Managed team of production designers for the creation and distribution of product tags for 500+ furniture and decor items.

Visual Designer - In-Store Signage

Williams Sonoma, Inc. | June 2017 - January 2019

- Maintained and enhanced brand identity by creating weekly, monthly and seasonal promotional and pricing signage for feature in-store retail displays.
- Collaborated with buyers and external partners to verify pricing and product information as well as ensure highest quality materials were being used and distributed.
- Created, managed and distributed over 2 million units of marketing materials for the 285 Williams Sonoma California and Williams Sonoma Home stores in the United States and Canada.

Creative Intern

Pavlov Advertising Agency | June 2016 - May 2017

- Managed brand identity of national and local corporate clients by leading a team of graphic designers, copy writers and social media managers.
- Designed content including brochures, fliers, posters and websites for local and national brands including: Dickie's Barbeque Pit, San Antonio Via Bus, Fort Worth Transportation Authority, Cash America Pawn, Shooting Star Casino.