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HEATHER

HARSHMAN

ART DIRECTOR

CONTACTS

155 Carriage Station Cir.

Roswell, GA 30075

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Tel. 770.401.8804

PROFILE

Strong conceptual thinker, outstanding visual and strategically focused designer, with proven leadership abilities. Hands-on leader in creative concepts and strategy development. Strong communication and presentation skills. Extensive understanding of marketing and brand objectives, consumer needs and the value of effective communications.



Linkedin/heatherbatchelor



EDUCATION

MBA/Integrated Marketing Communications

Lasell College

2016-2018

BFA/Graphic Design

Art Institute of Atlanta

2002-2006

EXPERIENCE

Art Director

*Response Media / Norcross / 2015 – Present*

* Successfully built a department from one into a multi-seat, multi-function creative department that has won clients and their entire brand portfolios.
* Led acquisition campaign from film to digital media and enrollment. Successfully directed the creation of visual assets with external resources such as videographers, and actors.
* Coordinate and collaborate needs between the brand team, copywriter, and designers.
* Led, coordinated, and redesigned the mobile UX/UI for Enfamil’s New Beginnings program, that increased onboarding by 40%.
* Develop unique creative strategies for a variety of channels that leverage the brand’s strengths to drive performance and engagement.
* Work with marketers to understand SWOT and KPI’s for new clients in marketing pitches to come up with strategies that fit the brand as well as design the pitches in PowerPoint or Google Slides.
* Lead and design multiple projects simultaneously. Effectively multitasking through internal work, new client creative, and marketing strategies. This requires being precise as well as efficient.

Art Director

*PureRed / Stone Mountain / 2010 – 2015*

* Lead top to bottom strategy, design, development of customer email journey from initial contact, through build stage, to website launch for the Bed Bath and Beyond, buybuy BABY, and Christmas Tree Shops.
* Define promotion strategies including brand objectives, target consumer and measurements.
* Partner with clients to formulate strategy for effectively raising social media presence, and cross channel integrated campaigns.
* Collaborated to design and launch a parallax site for buybuy BABY digital catalog. This enhanced product definition, SEO, SEM, mobile, eCommerce and social media engagement.
* Established custom designs to enhance Dollar General’s social media presence as well as strategically increased traffic to the company website through custom promotions and landing pages.

ENTER JOB POSITION HERE

*Company / Location / 2010 – Present*

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SKILLS

HTML/CSS

INDESIGN

POWERPOINT

ILLUSTRATOR

PHOTOSHOP

EXPERTISE

CREATIVE STRATEGY

BRANDING

TYPOGRAPHY

QUALITY CONTROL

MARKETING TACTICS

EXPERIENCE

Art Director

*PureRed Continued / Stone Mountain / 2010 – 2015*

* Partner with clients to formulate strategy for effectively raising social media presence, and cross channel integrated campaigns.
* Collaborated to design and launch a parallax site for buybuy BABY digital catalog. This enhanced product definition, SEO, SEM, mobile, eCommerce and social media engagement.
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Art Director

*Cornerstone Media Group / Lilburn / August 2012 – February 2013*

* Led a team of designers and developers from concept to development of a wide range of websites.
* Oversaw project timelines, deliverables, and cross team coordination.
* Approved all designs and served as the point of contact for clients.
* Ensured accuracy on all accounts as well as delegating workloads to keep team members engaged.
* Responsible for the definition and development of the company and client websites.
* Lead internal marketing strategy and creative efforts.



Jennifer Stewart

**ACCOUNT EXECUTIVE**

Response Media

+1 (770) 846-3415  
jstewart@responsemedia.com

Philip Smith

**CREATIVE DIRECTOR**

PureRed

(678) 628-2261  
emailaddress@gmail.com

INTERESTS

Drawing, Camping, Traveling the world, Photography, Arts & Crafts, Music, Upcycling.

REFERENCES