



# CAMILLE HAYES

GRAPHIC DESIGNER // BRAND MARKETER

## CONTACT

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## EDUCATION

University of Georgia

Athens, GA

Lamar Dodd School of Art

Bachelor of Arts, Studio Art

## AWARDS

2021 Franklin College of Arts & Sciences

Staff Excellence in Service Award

2020-2023 Flagpole Favorites Runner-up

Best Place to See Local Art, tiny ATH gallery

2019 Best New Big Idea in the Arts

Red&Black Editor's Pick, tiny ATH gallery

2019 Featured Artist, Winterville

Marigold Festival

## SOFTWARE

Adobe Creative Suite, Sketch, Trello, Slack,

Teams, Sprout Social, MailChimp, proto.io,

Constant Contact, Canva, Google Workspace,

Powerpoint, SEO, some HTML & Drupal 8

## PROFESSIONAL EXPERIENCE

### Creative Design Specialist

*University of Georgia College of Veterinary Medicine | Jul. 2022 - Present*

- The creative lead in the College of Veterinary Medicine's Marketing and Communications team
- In charge of art direction, graphic design, photo shoots, videography
- Social media strategy, marketing and advertising, content creation

### Director of Public Relations

*University of Georgia Hugh Hodgson School of Music | Nov. 2017 - Jul. 2022*

- Departmental lead for all top-level performance publicity, institutional advertising, digital communications and print publications
- Art direction, digital & social media strategy and marketing, including photography and event videography and editing
- Design of annual giving pieces, season promotions, program layout

### Graphic Designer & Marketing Coordinator

*Corporate Headquarters of Maid Brigade, Inc. | Jun. 2016 - Feb. 2018*

- Designed email and EDM marketing for all franchisees
- Digital and social media strategy and marketing for 100+ franchises
- Copywriting for advertising and upholding brand messaging
- Designed corporate collateral for franchises based on brand standards
- Wireframed and designed assets for the MB phone app

### Graphic Designer

*UberPrints | May 2015 - Jun. 2016*

- I worked in the Art Department creating and polishing designs for both screenprinting and digital t-shirt printing
- Using Photoshop, I restored, colorized and touched up photos for print
- I created custom vectors and separated design files for screenprinting

### Owner & Graphic Designer

*Camille Hayes Design, LLC | 2007 - Present*

- Creating brand identities for clients and branding iconic Athens events
- Graphic design of logos, corporate collateral, websites, UX/UI

## EXPERTISE

MARKETING | ADVERTISING

GRAPHIC DESIGN

BRANDING | IDENTITY

SOCIAL MEDIA | STRATEGY

COPYWRITING | ENGAGEMENT

PHOTOGRAPHY | EDITING

PACKAGING & PRE-PRESS DESIGN

DIGITAL DESIGN | UX/UI



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